

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 21, 1982

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	DALLAS	28.7	23,390	1	ABC MONDAY NIGHT MOVIE	21.7	46,890
2	ABC MONDAY NIGHT MOVIE	26.9	21,920	2	DALLAS	20.4	43,980
3	60 MINUTES	26.1	21,270	3	DUKES OF HAZZARD	19.5	42,130
4	THREE'S COMPANY	25.1	20,460	4	60 MINUTES	17.2	37,040
5	TOO CLOSE FOR COMFORT	24.7	20,130	5	MAGNUM, P.I.	16.9	36,400
6	MAGNUM, P.I.	23.6	19,230	6	ROCKY II(S)	16.8	36,290
7	DUKES OF HAZZARD	23.4	19,070	7	THREE'S COMPANY	16.1	34,690
8	HART TO HART	23.3	18,990	8	THAT'S INCREDIBLE#	15.8	34,010
9	FALCON CREST	23.2	18,910	9	WALT DISNEY	15.6	33,730
10	JEFFERSONS#	22.3	18,170	10	TOO CLOSE FOR COMFORT	15.6	33,580
11	ONE DAY AT A TIME#	22.2	18,090	11	REAL PEOPLE	14.8	32,020
12	ARCHIE BUNKER'S PLACE#	22.1	18,010	12	ONE DAY AT A TIME#	14.8	31,880
13	REAL PEOPLE	22.0	17,930	13	ARCHIE BUNKER'S PLACE#	14.6	31,550
14	ROCKY II(S)	21.8	17,770	14	OLIVIA NEWTON-JOHN SPEC.(S)	14.6	31,440
15	OLIVIA NEWTON-JOHN SPEC.(S)	21.6	17,600	15	JEFFERSONS#	14.6	31,410
16	FACTS OF LIFE	20.7	16,870	16	FALCON CREST	14.5	31,230
17	DYNASTY	20.5	16,710	17	LAVERNE & SHIRLEY	14.2	30,730
17	LAVERNE & SHIRLEY	20.5	16,710				

WOMEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	26.6	22,570
2	FALCON CREST	22.0	18,660
3	60 MINUTES	21.4	18,120
4	MAGNUM, P.I.	19.9	16,840
5	ABC MONDAY NIGHT MOVIE	19.4	16,470
6	HART TO HART	19.1	16,140
7	TOO CLOSE FOR COMFORT	19.0	16,110
8	THREE'S COMPANY	18.6	15,730
9	REAL PEOPLE	18.5	15,680
10	JEFFERSONS#	17.9	15,190
11	LITTLE HOUSE-PRAIRIE	17.7	14,970
12	ONE DAY AT A TIME#	17.2	14,580
13	DUKES OF HAZZARD	17.1	14,470
14	ARCHIE BUNKER'S PLACE#	17.0	14,420
15	FACTS OF LIFE	16.9	14,320

MEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	19.4	14,780
2	ABC MONDAY NIGHT MOVIE	18.8	14,330
3	ROCKY II(S)	17.0	12,920
4	DALLAS	16.6	12,660
5	ABC SUNDAY NIGHT MOVIE	15.3	11,660
6	DUKES OF HAZZARD	15.2	11,540
7	THAT'S INCREDIBLE#	15.1	11,530
8	MAGNUM, P.I.	15.1	11,520
9	HILL STREET BLUES	14.5	11,010
10	REAL PEOPLE	14.3	10,870
11	FALL GUY	14.0	10,690
12	OLIVIA NEWTON-JOHN SPEC.(S)	13.6	10,350
13	ARCHIE BUNKER'S PLACE#	13.5	10,280
14	JEFFERSONS#	13.3	10,150
15	JOHNNY GOES HOME(S)	13.2	10,030
16	WALT DISNEY	13.1	10,010
17	HART TO HART	13.1	9,990
18	TODAY'S FBI	13.1	9,980

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 21, 1982

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC MONDAY NIGHT MOVIE	24.0	12,770
2	DALLAS	22.7	12,050
3	OLIVIA NEWTON-JOHN SPEC.(S)	20.8	11,060
4	HART TO HART	19.2	10,200
5	THREE'S COMPANY	18.2	9,660
6	TOO CLOSE FOR COMFORT	18.1	9,640
7	HILL STREET BLUES	17.9	9,540
8	FALCON CREST	16.8	8,950
8	ROCKY II(S)	16.8	8,950
10	DYNASTY	15.9	8,440
11	LAYERNE & SHIRLEY	15.7	8,340
12	LOVE BOAT	15.5	8,260
12	MAGNUM, P.I.	15.5	8,260
14	60 MINUTES	15.1	8,020
15	THAT'S INCREDIBLE#	15.0	7,970
16	GIMME A BREAK	14.9	7,930
17	FACTS OF LIFE	14.4	7,680

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	34.5	8,930
2	60 MINUTES	33.5	8,660
3	FALCON CREST	32.0	8,270
4	ARCHIE BUNKER'S PLACE#	29.7	7,690
5	ONE DAY AT A TIME#	28.5	7,380
6	REAL PEOPLE	28.2	7,290
7	MAGNUM, P.I.	28.0	7,240
8	JEFFERSONS#	26.6	6,890
9	LITTLE HOUSE-PRAIRIE	26.5	6,860
10	FATHER MURPHY	23.9	6,170
11	DUKES OF HAZZARD	23.7	6,120
12	JOHNNY GOES HOME(S)	23.6	6,110
13	TRAPPER JOHN, M.D.#	22.5	5,820
14	KNOTS LANDING	21.2	5,490
15	FACTS OF LIFE	21.0	5,430
16	ALICE	19.0	4,910

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC MONDAY NIGHT MOVIE	22.2	11,310
2	ROCKY II(S)	17.5	8,940
3	OLIVIA NEWTON-JOHN SPEC.(S)	16.2	8,250
4	HILL STREET BLUES	15.8	8,050
5	ABC SUNDAY NIGHT MOVIE	15.3	7,820
6	FALL GUY	14.3	7,300
7	THAT'S INCREDIBLE#	14.0	7,140
8	DALLAS	13.8	7,020
9	HART TO HART	13.7	7,010
10	60 MINUTES	13.7	6,980
11	DUKES OF HAZZARD	13.4	6,850
12	WALT DISNEY	13.4	6,840
13	TOO CLOSE FOR COMFORT	12.1	6,190
14	GREATEST AMERICAN HERO	11.8	6,020
15	THREE'S COMPANY	11.8	6,010
16	HOOPER(S)	11.6	5,890
17	MAGNUM, P.I.	11.4	5,820
18	TAXI	11.4	5,810

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	33.0	6,540
2	ARCHIE BUNKER'S PLACE#	26.1	5,180
3	ONE DAY AT A TIME#	24.8	4,910
4	DALLAS	24.3	4,810
5	MAGNUM, P.I.	24.2	4,800
6	REAL PEOPLE	22.6	4,470
7	JEFFERSONS#	20.6	4,090
8	JOHNNY GOES HOME(S)	20.5	4,060
9	LITTLE HOUSE-PRAIRIE	20.1	3,980
10	FATHER MURPHY	20.0	3,960
11	DUKES OF HAZZARD	19.3	3,830
12	BRET MAVERICK	18.4	3,640
13	FALCON CREST	18.3	3,630
14	M*A*S*H	17.6	3,490
15	NBC NIGHTLY NEWS	17.6	3,480
16	TODAY'S FBI	17.0	3,360

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	PROG. NET TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	TEENS (12-17) FEM.	CHILDREN (2-11) TOTAL 6-11								
•EVENING																																			
ABC MONDAY NIGHT MOVIE 4 200 195 A 26.9 39 2192 2139 673 283 753 380 584 499 313 122 655 343 516 451 278 101 244 97 487 320																																			
1 MON. 8.00P 120 ABC FF 99 99 B 26.3 39 2143 1887 714 318 796 354 562 485 363 174 625 289 449 395 275 132 180 82 286 188																																			
2 MON. 9.00P 120 A 28.6 41 2331 2198 689 260 751 362 562 510 312 145 613 352 492 435 222 94^ 221 80^ 613 373																																			
8.00 - 8.30 A 30.4 42 2478 2284 711 271 783 395 601 537 315 139 635 352 517 452 245 89^ 238 92^ 628 381																																			
8.30 - 9.00 A 26.9 38 2192 2221 683 292 762 382 593 511 322 124 673 366 537 453 278 94 236 98 550 368																																			
9.00 - 9.30 A 27.8 40 2266 2150 680 312 768 394 604 512 318 114 666 359 518 443 279 103 254 110 462 309																																			
9.30 - 10.00 A 24.4 38 1989 1861 602 262 690 361 532 427 277 100^ 648 281 493 461 326 120^ 256 92^ 267 204																																			
10.00 - 10.30 A 22.3 37 1817 1927 626 254 715 362 563 451 301 104^ 659 294 514 476 322 110^ 261 95^ 292 219																																			
10.30 - 11.00																																			
ABC NEWSBRIEF-M-F 100 193 191 A 19.4 30 1581 1801 684 298 760 330 497 423 326 200 617 295 432 380 258 140 190 85 234 162																																			
1 M-F 9.58P 1 ABC N 98 98 B 18.1 28 1475 1765 700 302 770 306 491 420 347 224 639 267 420 371 287 173 164 76 192 134																																			
2 MON. 9.55P 2																																			
2 TU-F 9.58P 1																																			
ABC NEWSBRIEF-SAT. 20 198 195 A 18.9 32 1540 1881 753 307 841 328 529 453 353 271 559 243 365 330 228 165 141 96 340 235																																			
SAT. 9.58P 1 ABC N 98 98 B 19.3 32 1573 1869 762 330 862 324 512 430 368 293 554 232 354 297 228 176 194 116 259 203																																			
ABC NEWSBRIEF-SUN. 20 194 194 A 18.5 28 1508 1701 656 342 716 272 451 413 368 206 718 262 451 426 383 226 118 55^ 149 91																																			
1 SUN. 9.58P 1 ABC N 98 98 B 18.4 27 1500 1891 693 294 748 319 533 469 354 158 816 374 597 539 378 160 172 69 155 109																																			
2 SUN. 10.05P 1																																			
ABC SPORTS UPDATE-SAT 20 190 191 A 14.3 24 1165 1597 709 231 775 224 385 316 354 339 476 133 219 224 214 206 139 96^ 207 143																																			
SAT. 8.58P 1 ABC SN 97 97 B 16.1 26 1312 1802 741 311 829 299 472 376 348 305 540 211 321 280 230 183 161 98 272 196																																			
ABC SPORTS UPDATE-SUN 20 193 192 A 13.0 21 1060 1892 602 351 732 234 437 415 341 244 636 205 398 374 352 201 201 86^ 323 189																																			
1 SUN. 7.28P 2 ABC SN 99 98 B 14.7 22 1198 1997 676 318 759 264 476 438 371 225 737 298 483 429 365 192 178 82 323 215																																			
2 SUN. 8.28P 1																																			
ABC SUNDAY NIGHT MOVIE 16 202 201 A 20.0 31 1630 1748 664 327 713 272 463 432 364 192 714 276 480 462 372 188 120 55^ 201 132																																			
1 SUN. 8.00P 120 ABC FF 99 99 B 20.8 31 1695 1936 712 310 774 325 555 486 374 162 791 377 598 523 356 143 191 84 180 127																																			
2 SUN. 9.00P 144 A 18.5 29 1508 1916 653 320 694 230 448 435 362 186 630 233 421 387 332 178 173 102^ 419 287																																			
8.00 - 8.30 A 21.2 32 1728 1924 674 335 708 250 481 454 375 174 664 268 445 409 332 189 162 99^ 390 261																																			
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9.30 - 10.00 A 19.1 29 1557 1612 661 347 743 329 488 428 353 198 748 301 500 500 366 190 78^ 12^ 43^ 20^																																			
10.00 - 10.30 A 18.8 30 1532 1587 658 316 716 301 473 438 361 183 744 302 505 516 373 180 81^ 15^ 46^ 26^																																			
10.30 - 11.00 A 19.2 36 1565 1601 678 349 727 277 490 477 407 177 757 310 542 549 392 159 60^ LT 57^ 46^																																			
11.00 - 11.30																																			
ABC WORLD NEWS TONIGHT 99 204 204 A 12.2 21 994 1530 692 253 743 153 326 329 426 347 632 167 314 300 326 265 50^ 33^ 105 64																																			
M-F 6.30P 30 ABC N 99 99 B 13.0 22 1060 1537 705 237 741 166 332 327 394 349 633 162 298 295 339 275 57 31 106 61																																			
ABC WRLD NEWS TONIGHT-SUN 17 161 161 A 9.1 17 742 1656 725 278 815 167 381 369 477 360 640 179 318 250 313 302 66^ 22^ 135^ 84^																																			
SUN. 6.30P 30 ABC N 87 88 B 8.0 14 652 1633 724 252 786 149 330 326 382 399 666 191 331 309 316 284 69 33 112 63																																			
ALICE 15 195 195 A 19.7 31 1606 1743 708 286 783 274 417 373 343 305 589 211 338 323 244 205 195 98 176 146																																			
1 SUN. 10.30P 30 CBS CS 99 99 B 22.4 33 1826 1731 766 314 863 267 431 384 370 364 564 176 294 284 255 230 128 71 176 133																																			
2 SUN. 9.00P 30																																			
ARCHIE BUNKER'S PLACE 15 195 A 22.1 34 1801 1752 709 266 800 198 310 300 327 425 571 136 220 242 244 289 133 41^ 248 164																																			
2 SUN. 8.00P 30 CBS CS 99 B 21.5 32 1752 1677 731 279 815 223 357 332 350 388 599 176 282 275 268 276 103 56 160 119																																			
BARBARA MANDRELL 5 205 208 A 14.1 24 1149 1721 739 261 828 208 351 351 422 372 604 120 261 278 362 276 78^ 35^ 211 129																																			
SAT. 9.00P 60 NBC GV 99 98 B 14.9 24 1214 1807 764 265 868 217 396 376 443 387 643 152 286 313 347 283 92 49 204 135																																			
9.00 - 9.30 A 13.9 23 1133 1750 740 265 833 208 355 350 426 376 614 117 264 278 364 285 81^ 37^ 222 138																																			
9.30 - 10.00 A 14.3 24 1165 1689 733 254 817 206 346 348 415 368 595 125 262 280 358 266 77^ 33^ 200 119																																			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11								
EVENING CONT'D																																				
BARNEY MILLER										15	205	201	A 16.0	25	1304	1633	681	289	767	349	499	353	317	220	649	311	425	377	251	185	110	53^	107	58^		
THU.										9.00P	30	ABC CS	99	98	B 16.3	25	1328	1682	696	312	757	313	480	399	337	225	665	293	439	400	289	182^	118	49	142	99
BENSON										12	198	203	A 14.0	23	1141	1754	772	314	828	242	442	400	389	328	542	194	354	324	264	160	183	92^	201	121		
FRI.										8.00P	30	ABC CS	98	99	B 15.8	26	1288	1731	737	303	815	275	457	403	355	305	552	197	341	310	267	173	141	84	223	159
BERENSTAIN-VALENTINE(S)										198			A 10.3	18	839	1948	672	240^	697	181^	298	312	289	315	409	94^	216^	209^	218^	159^	100^	53^	742	434		
1 SAT.										8.00P	30	NBC EA	99																							
BEST OF THE WEST										2	184	195	A 8.4	13	685	1832	675	270	711	256	421	405	337	240	601	282	407	403	236	149^	180	85^	340	234		
FRI.										9.00P	30	ABC CS	95	99	B 8.4	13	685	1832	675	270	711	256	421	405	337	240	601	282	407	403	236	149	180	85	340	234
BILLY CRYSTAL COMEDY HOUR										4	198	199	A 9.6	18	782	1595	723	272	805	255	392	359	338	342	611	202	346	314	280	222	92^	34^	87^	62^		
SAT.										10.00P	60	NBC CV	98	98	B 10.0	18	815	1618	709	331	792	266	436	390	361	292	605	217	356	332	280	207	129	60	92	76
10.00 - 10.30													A 10.1	18	823	1577	722	273	795	225	353	350	354	355	593	186	328	298	276	221	89^	37^	100^	58^		
10.30 - 11.00													A 9.1	17	742	1602	716	263	808	285	431	367	319	322	628	221	364	330	280	221	96^	34^	70^	65^		
BOSOM BUDDIES										3	202	198	A 13.0	20	1060	1826	654	313	743	404	539	395	255	164	572	325	430	375	196	91^	181	90^	330	204		
THU.										8.30P	30	ABC CS	99	98	B 13.0	20	1060	1850	655	324	736	383	516	392	257	177	581	306	452	381	229	96	178	78	355	229
BRET MAVERICK										9	205	204	A 16.7	25	1361	1746	719	256	807	260	419	386	348	330	720	287	411	365	286	269	94	39^	125	80^		
TUE.										9.00P	60	NBC EW	99	98	B 19.0	28	1549	1693	687	217	732	200	356	353	349	313	740	252	401	368	329	289	86	34	135	86
9.00 - 9.30													A 16.3	24	1328	1742	716	257	799	256	418	386	348	326	714	282	411	362	288	261	95	41^	134	81^		
9.30 - 10.00													A 17.1	25	1394	1740	716	253	807	261	418	383	346	332	718	287	407	367	285	271	97	37^	118	74^		
CASSIE AND COMPANY										4	193	196	A 8.9	16	725	1476	725	322	768	225	456	456	413	253	600	179	324	305	320	228	75^	18^	33^	33^		
FRI.										10.00P	60	NBC PD	97	97	B 11.1	19	905	1646	704	346	759	226	451	464	433	221	655	182	383	382	376	209	139	48	93	72
10.00 - 10.30													A 9.2	16	750	1459	722	308	761	213	446	445	408	257	590	159^	307	290	321	234	78^	17^	30^	30^		
10.30 - 11.00													A 8.7	16	709	1463	717	327	758	234	457	457	408	242	595	196	333	313	311	217	71^	18^	39^	39^		
CBS EVENING NEWS-RATHER										99	195	195	A 14.7	25	1198	1555	694	181	751	149	294	315	333	397	613	170	279	292	292	269	75	38^	116	62		
M-F										6.30P	30	CBS N	99	99	B 14.1	24	1149	1529	682	190	749	149	288	304	350	396	611	157	284	292	295	272	76	37	93	55
CBS EVENING NEWS-DEAN										8	176		A 9.6	18	782	1656	666	203^	689	83^	211^	264^	371	387	772	236^	466	444	405	278^	91^	68^	104^	89^		
1 SUN.										6.30P	30	CBS N	91		B 9.3	16	758	1552	672	201	733	137	255	274	333	412	660	159	297	306	319	315	68	22	91	62
CBS SAT. NEWS-SCHIEFFER										20	148	149	A 10.2	19	831	1657	785	154	830	94^	280	321	425	489	633	156	277	290	310	305	70^	27^	124^	72^		
SAT.										6.30P	30	CBS N	86	86	B 10.5	19	856	1556	721	175	786	120	254	275	361	470	613	134	266	264	300	302	61	25	96	52
CBS SAT. NIGHT MOVIE										15	185	186	A 14.6	26	1190	1887	695	239	762	283	447	396	339	262	655	244	417	387	341	183	159	80^	311	241		
1 SAT.										9.00P	120	CBS FF	97	98	B 17.5	30	1426	1932	740	290	819	319	524	472	381	231	688	263	456	440	354	170	153	62	272	198
2 SAT.										9.00P	143				A 14.1	24	1149	1909	683	252	750	267	425	376	332	273	636	231	395	374	323	191	144	60^	379	280
9.00 - 9.30													A 13.6	23	1108	1968	706	247	772	276	449	393	348	280	650	236	408	390	339	183	171	83^	375	305		
9.30 - 10.00													A 15.1	27	1231	1878	695	236	765	284	445	389	342	265	631	229	402	366	340	179	169	96^	313	242		
10.00 - 10.30													A 16.0	30	1304	1857	691	240	763	293	455	403	340	249	642	234	412	371	343	178	183	101	269	206		
10.30 - 11.00													A 14.2	29	1157	1695	708	207	750	306	476	424	333	225	800	352	546	496	389	175^	66^	23^	79^	64^		
CBS TUESDAY NIGHT MOVIES										10	195		A 13.5	21	1100	1614	752	306	827	260	478	489	463	244	658	221	314	384	348	223	60^	47^	69^	62^		
1 TUE.										9.00P	120	CBS FF	98		B 15.5	24	1263	1621	704	263	798	264	456	422	384	261	626	221	365	339	311	204	102	41	95	72
9.00 - 9.30													A 13.8	20	1125	1610	761	312	817	247	458	486	469	257	607	187^	268	333	330	228	83^	38^	103^	90^		
9.30 - 10.00													A 13.6	20	1108	1611	732	312	809	256	444	474	453	245	647	199^	293	348	343	240	49^	49^	106^	91^		
10.00 - 10.30													A 13.7	22	1117	1583	739	296	820	262	482	483	454	231	681	233	334	416	363	214	46^	46^	36^	36^		
10.30 - 11.00													A 13.1	22	1068	1617	763	293	847	276	519	508	464	234	686	265	361	427	351	204^	54^	54^	30^	30^		
CBS WEDNESDAY NIGHT MOVIE										8	186		A 12.5	20	1019	1605	817	337	870	345	557	468	395	232^	631	231^	411	398	327	166^	39^	21^	65^	46^		
CONT'D																																				

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
																WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	TOTAL	18- 34	18- 49
EVENING CONT'D																																	
CBS WEDNESDAY HIGH-CONT'D																																	
2	WED.	9.00P	120	CBS	FF		98		B	16.2	25	1320	1604	712	258	814	261	450	409	404	288	591	187	348	350	329	184	106	57	93	65		
		9.00 - 9.30							A	11.6	18	945	1592	823	336	883	329	514	433	379	286	587	226^	375	365	280	165^	30^	20^	92^	66^		
		9.30 - 10.00							A	13.0	20	1060	1576	820	340	869	321	557	488	419	230	611	221^	411	411	324	146^	33^	12^	63^	45^		
		10.00 - 10.30							A	13.2	21	1076	1664	815	343	869	358	586	479	414	205^	660	239	429	412	348	173^	67^	37^	68^	49^		
		10.30 - 11.00							A	12.1	21	986	1596	809	333	865	376	567	465	370	213^	663	238^	422	403	353	178^	29^	16^	39^	23^		
CHIPS																																	
	SUN.	8.00P	60	NBC	OP	17	204	215	A	14.9	23	1214	2147	682	225	807	266	462	426	387	289	679	215	432	393	371	204	228	97^	433	291		
		8.00 - 8.30					99	99	B	17.0	25	1386	2188	681	273	773	293	484	403	331	243	683	265	458	405	331	177	262	101	470	306		
		8.30 - 9.00							A	13.9	22	1133	2169	681	225	804	262	459	428	386	290	679	208	434	394	382	202	244	105^	442	310		
									A	15.9	24	1296	2119	684	223	810	267	462	424	390	288	669	216	426	388	360	201	212	89^	428	275		
CODE RED																																	
	SUN.	7.00P	60	ABC	GD	14	189	192	A	13.6	22	1108	1991	599	268	705	245	428	410	322	219	590	213	373	318	299	178	229	112	467	296		
		7.00 - 7.30					98	98	B	13.0	20	1060	2034	704	310	800	271	503	463	390	243	643	240	417	372	332	173	211	100	380	235		
		7.30 - 8.00							A	12.4	21	1011	1965	597	278	703	232	422	399	330	228	566	198	355	295	285	179	235	105^	461	277		
									A	14.8	23	1206	2002	597	257	702	254	432	418	314	210	601	223	385	336	306	170	225	119	474	312		
DALLAS																																	
	FRI.	9.00P	60	CBS	GD	11	202	202	A	28.7	46	2339	1880	878	302	965	322	515	453	408	382	542	198	301	265	233	205	122	66	251	169		
		9.00 - 9.30					99	99	B	29.2	46	2380	1845	854	310	941	326	516	452	412	356	561	209	328	288	250	197	124	69	219	151		
		9.30 - 10.00							A	28.5	46	2323	1888	878	301	965	323	511	449	406	384	544	200	302	262	234	208	125	63	254	166		
									A	28.9	47	2355	1868	879	300	964	321	517	452	407	381	536	190	295	263	234	204	122	68	246	171		
DIFF'RENT STROKES																																	
	THU.	9.00P	30	NBC	CS	15	192	197	A	18.1	28	1475	1938	760	287	841	283	513	461	399	260	488	169	283	255	230	159	237	117	372	279		
							97	97	B	17.2	26	1402	2003	754	278	841	268	480	420	373	307	555	184	333	305	261	178	243	109	364	264		
DOUG HENNING'S WRLD-MAGIC(S)																																	
	1 SUN.	7.00P	60	NBC	GV	201	201		A	11.2	18	913	1931	665	267	667	207^	354	373	346	240^	639	216^	392	371	323	202^	181^	89^	444	283		
		7.00 - 7.30					97		A	10.2	17	831	1918	664	275^	664	205^	363	381	365	227^	643	209^	376	364	330	221^	140^	56^	471	306		
		7.30 - 8.00							A	12.1	19	986	1948	670	259	670	211^	347	368	329	249	637	222^	407	380	315	187^	219^	117^	422	264		
DUKES OF HAZZARD																																	
	FRI.	8.00P	60	CBS	CS	11	203	202	A	23.4	39	1907	2209	690	221	760	227	382	375	365	321	605	208	360	322	309	201	166	76	678	397		
		8.00 - 8.30					99	99	B	23.6	38	1923	2201	690	229	761	248	407	368	350	299	621	220	361	312	300	225	199	78	620	374		
		8.30 - 9.00							A	21.5	36	1752	2241	677	213	747	227	372	367	354	321	623	221	376	334	312	202	166	83	705	414		
									A	25.2	41	2054	2184	702	226	771	228	389	382	371	323	592	197	346	314	308	201	166	70	655	386		
DYNASTY																																	
	WED.	10.00P	60	ABC	GD	13	202	202	A	20.5	34	1671	1465	741	348	832	324	506	464	404	234	468	212	309	269	195	123	108	53^	57^	30		
		10.00 - 10.30					99	99	B	19.7	33	1606	1580	771	324	850	345	541	465	399	230	541	231	346	292	231	154	125	73	64	45		
		10.30 - 11.00							A	20.8	34	1695	1463	739	348	831	319	504	468	409	233	459	199	298	274	200	121	109	55^	64^	38		
									A	20.3	34	1654	1452	740	346	828	327	502	455	395	237	474	222	314	261	186	127	103	50^	47^	24		
FACTS OF LIFE																																	
	WED.	9.00P	30	NBC	CS	16	202	198	A	20.7	31	1687	1743	743	291	849	272	455	396	401	322	474	146	249	233	220	178	187	138	233	172		
							99	97	B	19.7	30	1606	1774	769	319	853	287	463	388	355	330	505	158	277	252	237	184	189	107	227	177		
FALCON CREST																																	
	FRI.	10.00P	60	CBS	GD	11	200	200	A	23.2	41	1891	1652	868	315	988	274	474	429	446	438	474	137	240	236	233	191	86	45^	104	75		
		10.00 - 10.30					99	99	B	22.0	38	1793	1628	827	301	920	284	468	428	421	371	505	160	264	259	239	197	91	57	112	83		
		10.30 - 11.00							A	23.5	41	1915	1661	872	312	990	274	477	430	447	438	473	138	241	234	232	191	87	45^	111	78		
									A	23.0	41	1875	1627	858	312	978	273	465	424	441	435	472	138	239	236	228	191	82	43^	95	71		
FALL GUY																																	
	WED.	9.00P	60	ABC	A	15	202	201	A	19.7	30	1606	1766	654	278	698	293	424	404	304	207	666	286	454	399	305	168	191	71^	211	155		
		9.00 - 9.30					99	99	B	19.1	29	1557	1833	656	273	701	284	479	432	338	173	726	325	504	429	331	178	192	68	214	150		
		9.30 - 10.00							A	18.6	28	1516	1804	655	276	695	298	419	406	296	207	675	291	460	408	310	171	189	65^	245	173		
									A	20.8	32	1695	1726	652	278	698	287	425	404	311	204	656	282	449	394	300	162	191	76	181	138		
FAME																																	
	THU.	8.00P	60	NBC	GD	7	198	200	A	13.8	22	1125	1916	695	302	776	283	502	393	378	230	517	171	316	316	266	147	240	133	383	268		
							99	98	B	15.4	23	1255	2023	723	313	804	316	532	437	348	227	532	208	348	307	241	148	267	170	420	301		
CONT'D																																	

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PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																											
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																											
WK #	DAY	START TIME	DUR	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)													
													TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11											
EVENING CONT'D																																					
FAME-CONT'D																																					
		8.00 - 8.30					A	13.5	21	1100		1886	685	308				756	264	477	375	381	236	530	179	324	320	268	151	227	127	373	252				
		8.30 - 9.00					A	14.2	22	1157		1920	696	292				783	297	518	400	371	224	498	160	302	307	259	144	250	137	389	280				
FANTASY ISLAND										18	202	201	A	18.3	34	1491		1809	695	282		799	323	501	410	348	239	595	237	382	367	280	159	155	104	260	200
	SAT.	10.00P	60	ABC A		99	B	18.4	33	1500		1789	730	312				815	316	504	417	353	257	575	245	371	317	240	172	178	101	221	175				
		10.00 - 10.30					A	18.2	33	1483		1808	703	286				808	329	511	419	345	241	569	227	359	349	268	159	153	104	278	209				
		10.30 - 11.00					A	18.4	35	1500		1798	684	276				788	318	489	399	345	238	618	244	401	383	292	160	153	103	239	188				
FATHER MURPHY										14	212	207	A	16.7	24	1361		1893	819	285		905	218	365	381	420	454	598	154	275	246	272	291	108	61^	282	179
	TUE.	8.00P	60	NBC GD		99	B	17.5	26	1426		1800	793	259				878	198	349	355	407	453	617	155	264	268	293	304	82	40	223	135				
		8.00 - 8.30					A	15.8	23	1288		1895	820	287				906	210	358	370	421	466	612	154	277	244	278	305	112	65^	265	166				
		8.30 - 9.00					A	17.5	25	1426		1893	820	282				905	222	369	390	422	445	587	154	273	246	267	280	104	57^	297	189				
FLAMINGO ROAD										12	202	202	A	15.3	25	1247		1525	724	304		833	258	440	386	386	319	572	233	311	252	212	218	90^	55^	30^	13^v
	TUE.	10.00P	60	NBC GD		99	B	14.8	24	1206		1535	758	279				830	264	424	389	381	324	583	199	307	279	258	226	81	42	41	24				
		10.00 - 10.30					A	15.4	24	1255		1543	718	296				827	261	440	381	375	315	574	240	315	250	209	219	98	62^	44^	21^v				
		10.30 - 11.00					A	15.2	25	1239		1497	729	309				837	253	436	391	397	322	566	226	305	250	212	216	80^	47^	14^v	5^v				
GIMME A BREAK										15	198	195	A	17.7	28	1443		1823	802	283		890	299	549	487	440	268	472	158	282	267	228	149	188	95	273	211
	THU.	9.30P	30	NBC CS		98	B	16.0	25	1304		1901	794	300				890	291	523	460	403	307	552	173	325	306	270	179	209	90	250	184				
GREATEST AMERICAN HERO										15	203	202	A	16.8	25	1369		2025	671	292		727	311	504	455	332	167	590	296	440	352	235	114	227	86^	481	277
	WED.	8.00P	60	ABC CS		99	B	17.0	26	1386		2132	657	288				727	329	521	455	317	157	659	326	490	412	284	126	250	94	496	302				
													A	16.5	25	1345		1992	673	290		725	299	492	460	337	171	579	285	422	327	231	121	222	84^	466	270
		8.30 - 9.00					A	17.2	26	1402		2036	666	289				723	322	513	450	323	159	593	304	452	371	236	106	228	84^	492	280				
HAPPY DAYS										18	202	200	A	19.9	29	1622		1819	599	242		667	312	465	378	284	158	466	198	337	307	222	84	243	141	443	267
	TUE.	8.00P	30	ABC CS		99	B	20.9	32	1703		1965	659	294				735	328	513	407	305	185	520	237	377	314	230	106	276	146	434	292				
HARPER VALLEY										4		202	A	13.4	22	1092		1936	721	303		907	318	457	298	370	399	622	138^	298	298	371	283	71^	LT	336	232
	2 SAT.	8.30P	30	NBC CS		98	B	15.7	25	1280		1897	768	284				880	256	425	366	382	385	670	163	317	303	338	302	103	44	244	174				
HART TO HART										17	203	202	A	23.3	38	1899		1611	782	321		850	320	538	494	398	245	525	240	369	308	226	135	138	62^	98	66
	TUE.	10.00P	60	ABC PD		99	B	20.9	34	1703		1690	756	318				831	338	552	471	378	223	590	279	426	358	249	130	168	82	101	70				
		10.00 - 10.30					A	23.4	37	1907		1598	779	313				846	315	533	492	398	248	525	239	368	311	225	135	124	56^	103	70				
		10.30 - 11.00					A	23.2	38	1891		1617	784	329				853	324	540	499	398	240	526	241	369	301	225	137	148	68	90	61^				
HILL STREET BLUES										15	216	215	A	19.4	32	1581		1722	721	352		809	401	603	460	341	170	696	350	510	439	277	153	145	66^	72^	60^
	THU.	10.00P	60	NBC OP		99	B	19.3	33	1573		1783	752	325				841	373	573	483	363	205	715	323	506	455	317	157	151	63	76	58				
		10.00 - 10.30					A	19.3	31	1573		1722	720	341				808	386	591	451	349	183	699	341	499	439	284	164	145	71^	70^	58^				
		10.30 - 11.00					A	19.4	33	1581		1722	726	362				815	420	618	466	334	161	694	358	519	439	272	143	141	59^	72^	61^				
HOOPER(S)										191			A	16.2	25	1320		1743	615	247		661	197	398	352	382	202	652	244	446	373	336	164^	180^	68^	250	169^
	1 WED.	8.30P	150	CBS FF		99	A	13.4	20	1092		2016	604	280				657	210^	391	353	347	205^	658	252	454	335	329	174^	202^	95^	499	348				
		8.30 - 9.00					A	17.0	26	1386		1773	586	242				626	182	358	335	355	203	676	246	445	356	336	196	183	70^	288	193				
		9.00 - 9.30					A	16.8	26	1369		1689	588	241				624	166^	372	348	377	195	642	228	441	383	350	164^	197	93^	226	152^				
		9.30 - 10.00					A	17.1	28	1394		1651	619	229				665	201	411	345	390	200	646	251	446	387	329	150^	182	65^	158^	107^				
		10.00 - 10.30					A	16.6	28	1353		1650	683	255				739	230	459	378	437	214	645	246	449	406	346	137^	131^	20^v	135^	82^				
HOUSE CALLS										15	194	192	A	16.1	23	1312		1745	793	280		864	251	428	410	398	344	646	199	363	337	307	242	122	79^	113	82^
	MON.	9.30P	30	CBS CS		99	B	19.3	28	1573		1717	784	323				874	310	504	445	378	294	558	212	340	318	247	178	146	73	139	101				
JEFFERSONS										16		195	A	22.3	32	1817		1729	762	303		837	233	399	373	383	379	559	204	310	266	208	225	173	80^	160	145
	2 SUN.	9.30P	30	CBS CS		99	B	22.9	34	1866		1690	772	313				871	284	453	396	374	353	559	185	300	285	251	220	122	66	138	108				

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																				
																	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	START DAY	DUR	TIME	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11		
EVENING CONT'D																																					
JOHNNY GOES HOME(S)												202			A 19.0 29 1549	1664	796	289	871	242	441	397	396	395	647	181	344	308	295	261	88^	40^	58^	38v			
2 MON. 9.30P 90 NBC GV												99			A 19.7 29 1606	1710	833	318	901	262	479	426	409	389	614	171	326	301	279	245	88^	55^	107^	76^			
9.30 - 10.00															A 19.2 30 1565	1663	788	302	865	240	437	395	387	393	672	183	356	323	308	274	93^	42^	33v	18v			
10.00 - 10.30															A 18.3 30 1491	1599	754	242	835	221	400	363	390	399	648	184	346	296	296	264	88^	23v	28v	19v			
10.30 - 11.00																																					
KING'S CROSSING												6 194 194			A 12.5 21 1019	1572	748	246	825	225	395	319	377	380	476	97^	185	195	236	239	127	98^	144	94^			
SAT. 8.00P 60 ABC GD												98 98			B 13.2 21 1076	1641	755	275	846	242	432	356	394	366	486	136	235	215	235	212	129	87	180	126			
8.00 - 8.30															A 12.1 21 986	1579	746	243	829	229	397	313	367	386	476	90^	175	184	238	247	124	98^	150	99^			
8.30 - 9.00															A 12.9 22 1051	1555	746	248	817	218	391	324	384	373	473	106^	193	201	229	230	127	98^	138	87^			
KNOTS LANDING												12 189 192			A 16.9 26 1377	1522	772	236	888	255	427	368	382	399	382	112	182	167	175	174	99	67^	153	86^			
THU. 9.00P 60 CBS GD												96 98			B 18.0 28 1467	1638	791	267	900	294	477	411	404	354	500	154	264	241	246	200	103	64	135	88			
9.00 - 9.30															A 16.9 26 1377	1513	766	235	887	254	421	363	371	404	380	111	184	164	169	175	95	64^	151	83^			
9.30 - 10.00															A 17.0 27 1386	1512	770	232	880	252	429	370	387	391	376	110	177	167	180	171	102	69^	154	89			
LAVERNE & SHIRLEY												17 202 200			A 20.5 30 1671	1839	609	264	699	340	498	395	287	153	474	226	344	309	201	86	245	131	421	268			
TUE. 8.30P 30 ABC CS												99 99			B 20.1 30 1638	1947	646	296	719	326	512	403	301	170	514	236	372	313	222	107	286	152	428	290			
LITTLE HOUSE-PRAIRIE												18 217 217			A 19.3 27 1573	1873	851	272	952	266	446	418	414	437	525	120	240	217	261	253	112	81	284	189			
1 MON. 8.00P 60 NBC GD												99 99			B 19.5 28 1589	1870	818	283	922	291	462	411	376	399	495	153	246	228	219	217	128	83	325	196			
2 MON. 8.00P 90																																					
8.00 - 8.30															A 18.2 26 1483	1842	847	262	940	240	398	387	409	464	514	106	213	198	251	269	109	72^	279	186			
8.30 - 9.00															A 18.9 26 1540	1871	854	279	960	260	433	411	414	453	526	116	236	213	266	260	101	75^	284	181			
9.00 - 9.30															A 22.4 32 1826	1913	849	280	957	320	547	476	426	364	534	142	283	258	269	213	132	98^	290	202			
LOU GRANT												14 199 197			A 15.9 26 1296	1593	773	280	877	270	496	459	423	311	615	246	371	300	272	205	44^	24^	57^	43^			
MON. 10.00P 60 CBS GD												99 99			B 17.3 28 1410	1551	777	310	870	324	529	469	381	268	543	218	347	317	247	152	80	38	58	46			
10.00 - 10.30															A 16.0 25 1304	1590	770	277	871	258	485	456	429	313	605	238	357	299	266	205	49^	26^	65^	46^			
10.30 - 11.00															A 15.8 27 1288	1586	774	281	877	281	503	458	415	306	620	250	382	300	279	203	39^	21v	50^	39^			
LOVE BOAT												18 204 204			A 19.6 33 1597	1896	770	306	857	317	516	436	370	296	557	237	350	311	231	171	145	97	337	231			
SAT. 9.00P 60 ABC CS												99 99			B 21.0 34 1712	1884	759	330	857	307	501	422	375	301	554	225	353	298	231	177	185	110	288	216			
9.00 - 9.30															A 19.0 32 1549	1903	775	307	862	314	512	424	375	303	558	236	347	309	236	169	141	94	342	234			
9.30 - 10.00															A 20.3 34 1654	1871	758	302	843	318	516	441	357	286	552	236	354	313	228	168	145	100	331	228			
LOVE, SIDNEY												14 205 200			A 17.3 26 1410	1627	746	300	850	269	449	389	406	334	432	132	224	220	196	165	140	93	205	144			
WED. 9.30P 30 NBC CS												98 96			B 17.4 26 1418	1686	783	333	863	299	476	397	362	328	488	161	275	258	220	174	142	83	193	151			
MAGNUM, P.I.												17 193 196			A 23.6 37 1923	1893	770	277	876	248	429	405	399	377	600	185	302	275	269	250	151	69	266	140			
THU. 8.00P 60 CBS PD												98 98			B 21.3 34 1736	1867	749	274	845	244	429	407	400	341	616	181	321	316	313	239	166	70	240	154			
8.00 - 8.30															A 22.7 36 1850	1926	777	280	884	239	431	407	410	385	618	183	314	287	283	256	149	68	275	140			
8.30 - 9.00															A 24.5 38 1997	1857	763	274	867	256	429	405	387	367	580	188	292	260	254	244	151	69	259	141			
MAKING A LIVING												2 183 194			A 8.2 13 668	1713	705	326	752	266	441	418	373	255	593	295	388	396	212	159^	120^	72^	248	202			
FRI. 9.30P 30 ABC CS												95 99			B 8.2 13 668	1713	705	326	752	266	441	418	373	255	593	295	388	396	212	159	120	72	248	202			
M*A*S*H												16 200 191			A 17.4 24 1418	1740	717	261	793	247	409	388	353	306	678	219	396	355	322	245	111	44^	158	102			
MON. 9.00P 30 CBS CS												99 99			B 22.6 32 1842	1756	749	312	829	297	483	443	362	270	604	244	379	345	260	184	162	72	161	121			
MCCLAIN'S LAW												12 191 195			A 12.2 20 994	1637	634	268	686	136	352	380	419	267	771	154	408	427	493	288	120^	58^	60^	29v			
FRI. 9.00P 60 NBC OP												96 95			B 12.1 19 986	1678	658	261	715	163	349	368	380	297	742	163	368	383	406	310	99	41	122	88			
9.00 - 9.30															A 11.7 19 954	1639	637	260	682	134	344	367	412	271	773	150	401	423	497	293	117^	66^	67^	29v			
9.30 - 10.00															A 12.7 20 1035	1626	628	270	687	134	359	392	427	261	762	154	406	429	485	281	125	53^	52^	29v			

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
													TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11
EVENING CONT'D																																
MORK & MINDY		THU.	8.00P	30	ABC	C5	18 205 186		A 12.7 20 1035	1942	656 265		754 410	530 378	237 187				573 323	466 378	205 70A				159 78A		456 258					
							99 93		B 15.8 25 1288	1969	648 289		711 356	516 403	276 152				603 329	473 376	230 101				203 91		452 299					
MR. MERLIN		MON.	8.00P	30	CBS	C5	5 192 190		A 15.4 22 1255	1927	695 258		742 212	388 367	370 296				596 205	343 337	273 214				183 81A		406 242					
							99 99		B 16.9 24 1377	1960	658 280		712 235	406 373	334 247				582 211	358 343	277 183				218 116		448 284					
NBC MAGAZINE		FRI.	8.00P	60	NBC	DN	19 181 192		A 10.9 18 888	1497	688 190		734 140	300 301	408 359				658 152	279 257	329 336				52A 30V		53A 35A					
			8.00 - 8.30				94 98		B 11.1 18 905	1619	736 239		800 166	332 332	406 396				664 147	288 295	342 319				57 26		98 66					
			8.30 - 9.00						A 10.8 18 880	1533	702 165		739 141	301 294	403 365				676 165	288 265	316 341				62A 34V		56A 35A					
									A 10.9 18 888	1462	678 214		728 136A	297 307	417 355				641 137	267 250	344 332				42A 24V		51A 35A					
NBC NEWS UPDATE-M-F		1 M-F	8.58P	1	NBC	N	98 177 177		A 14.6 22 1190	1803	773 295		871 256	433 397	410 362				573 153	284 275	290 243				127 74		232 169					
		2 MON.	9.17P	1			90 90		B 14.2 22 1157	1815	762 278		842 243	419 379	381 361				602 172	299 290	287 252				128 64		243 166					
		2 TU-F	8.58P	1																												
NBC NEWS UPDATE-SAT.		SAT.	8.58P	1	NBC	N	20 164 171		A 11.5 19 937	1736	683 246		780 208	320 283	362 375				561 101A	224 231	319 285				76A 16V		319 246					
							91 89		B 12.2 20 994	1794	761 274		859 221	395 362	398 393				628 140	287 280	317 294				105 49		202 138					
NBC NEWS UPDATE-SUN.		SUN.	8.58P	1	NBC	N	20 183 186		A 13.5 20 1100	2043	709 227		815 270	460 415	388 304				659 202	404 374	357 212				187 70A		382 251					
							92 93		B 14.7 21 1198	2062	714 282		796 287	481 402	350 266				685 244	435 392	338 200				227 89		354 235					
NBC NEWS UPDATE-2-M-F		1 MON.	9.56P	1	NBC	N	46 184 174		A 13.2 20 1076	1672	734 289		828 249	438 406	408 315				554 169	278 282	271 228				122 64		168 123					
		1 W & F	9.58P	1			92 90		B 13.9 21 1133	1754	764 284		844 260	448 411	389 326				601 193	337 319	284 219				139 65		170 126					
2 TU&TH		9.58P	1																													
NBC NEWS UPDATE-2-SAT.		2 SAT.	9.58P	1	NBC	N	5 190		A 12.8 21 1043	1793	742 224A		852 292	402 314	344 370				561 122A	258 285	348 245				129A 40V		251 173A					
							92		B 9.9 16 807	1773	745 261		867 241	422 372	420 376				610 151	289 314	351 259				121 52		175 113					
NBC NEWS UPDATE-2-SUN.		1 SUN.	9.55P	1	NBC	N	9 181		A 11.4 17 929	1684	810 257		860 227A	446 500	451 342				632 147A	345 367	367 251A				48V 26V		144A 85A					
							92		B 14.3 21 1165	1839	732 303		792 272	485 456	377 244				752 276	489 441	379 208				163 65		132 99					
NBC NIGHTLY NEWS-SAT.		SAT.	6.30P	30	NBC	N	18 154 166		A 8.5 16 693	1470	546 140A		618 96A	215 234	322 344				700 157A	294 308	359 368				113A 43V		39V 30V					
							77 87		B 9.4 17 766	1536	659 206		736 148	289 288	358 388				660 161	295 296	333 307				45 17		95 61					
NBC NIGHTLY NEWS-SUN.		1 SUN.	6.45P	15	NBC	N	12 143 166		A 8.4 15 685	1619	642 260		657 123A	260 285	320 337				750 211	340 336	304 342				75A 22V		137A 90A					
		2 SUN.	6.30P	30			73 84		B 8.0 13 652	1569	741 234		794 181	314 291	334 413				617 171	272 250	254 303				74 38		84 61					
NBC NIGHTLY NEWS		M-F	6.30P	30	NBC	N	97 210 210		A 13.2 22 1076	1558	711 175		771 149	300 304	376 408				620 122	242 252	305 324				91 49A		76 57					
							99 99		B 13.1 23 1068	1584	729 210		795 158	299 291	363 436				635 147	266 271	297 318				64 34		90 63					
NBC SUNDAY NIGHT MOVIE		SUN.	9.00P	120	NBC	FF	13 198 202		A 17.1 26 1394	1939	769 251		871 303	510 485	424 285				676 230	403 370	347 221				146 74A		246 178					
			9.00 - 9.30				99 98		B 16.2 25 1320	1866	741 286		815 315	524 458	371 229				786 304	523 474	385 209				137 55		128 93					
			9.30 - 10.00						A 15.6 23 1271	2035	788 259		885 305	515 497	423 297				676 218	403 379	354 224				145 78A		329 209					
			10.00 - 10.30						A 16.3 24 1328	1990	766 251		866 303	498 483	410 291				677 219	398 376	359 225				147 74A		300 208					
			10.30 - 11.00						A 17.5 27 1426	1876	757 244		864 303	504 471	423 285				655 219	382 353	338 222				146 76A		211 165					
									A 19.0 32 1549	1876	765 248		869 300	523 489	437 271				695 259	428 378	342 212				146 68A		166 136					
NEWSBREAK-M-F		1 MON.	8.57P	2	CBS	N	95 177 178		A 15.7 23 1280	1852	726 257		800 240	416 385	382 323				600 200	333 306	285 218				145 62		307 198					
		1 TUTHF	8.58P	1			94 94		B 15.8 24 1288	1881	712 266		792 258	435 389	365 297				593 211	354 326	286 194				164 68		332 206					
		1 WED.	9.08P	1																												
		2 MTHF	8.58P	1																												
		2 TUE.	8.56P	1																												

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
														K E Y		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)										
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11									
EVENING CONT'D																																					
NEWSBREAK-SAT.										19	183	180	A 15.2	26	1239	2150	597	256	707	249	428	402	331	232	641	252	454	448	329	135	151	78^	651	395			
SAT.										8.58P	1	CBS N	96	95	B 14.6	24	1190	2166	686	254	769	294	489	418	345	234	628	260	433	401	297	151	191	83	578	340	
NEWSBREAK-SUN.										20	182	181	A 19.1	28	1557	1957	710	289	785	257	431	398	360	301	617	172	331	347	312	233	229	104	326	232			
1 SUN.										8.55P	1	CBS N	96	96	B 21.2	31	1728	1797	764	317	857	282	453	399	376	339	577	180	309	293	271	228	146	76	217	154	
2 SUN.										8.58P	1																										
NURSE										8	190	189	A 14.6	24	1190	1545	833	234	944	267	474	429	445	396	410	147	209	199	173	167	79^	55^	112	91^			
THU.										10.00P	60	CBS GD	99	98	B 16.4	28	1337	1551	791	249	909	251	464	410	444	369	436	143	227	220	203	168	112	67	94	74	
10.00 - 10.30													A 14.5	24	1182	1577	842	238	957	266	476	431	453	402	417	146	215	203	184	166	76^	48^	127	100^			
10.30 - 11.00													A 14.7	25	1198	1503	820	227	926	266	468	428	433	388	399	147	199	195	162	165	82^	62^	96^	81^			
OLIVIA NEWTON-JOHN SPEC.(S)										200			A 21.6	35	1760	1786	671	330	775	421	628	467	309	99^	587	368	468	377	192	82^	226	117^	198	158			
1 MON.										10.00P	60	ABC GV	99																								
10.00 - 10.30													A 23.7	37	1932	1815	655	317	746	397	608	459	307	89^	604	374	486	397	203	85^	251	135	214	165			
10.30 - 11.00													A 19.5	34	1589	1743	685	345	802	448	649	472	307	108^	565	359	444	352	180	77^	199	96^	177	149			
ONE DAY AT A TIME										14	195		A 22.2	33	1809	1762	727	298	807	205	345	333	343	409	525	120^	203	236	235	271	164	55^	266	200			
2 SUN.										8.30P	30	CBS CS	99			B 22.7	33	1850	1708	755	307	849	265	411	361	358	369	564	183	285	266	247	243	120	69	175	131
ONE OF THE BOYS										5	199	205	A 11.9	20	970	1858	718	292	834	253	379	327	366	367	620	148	289	276	350	292	68^	17^	336	230			
1 SAT.										8.30P	30	NBC CS	98	98	B 14.8	24	1206	1827	742	285	831	228	374	354	375	371	658	176	313	305	331	289	99	39	239	177	
2 SAT.										8.00P	30																										
OPEN ALL NIGHT										3	194	196	A 10.3	17	839	1799	749	303	806	268	444	385	331	324	527	236	366	342	219	131^	207	121^	259	149			
FRI.										8.30P	30	ABC CS	97	98	B 11.1	18	905	1748	754	304	815	276	435	390	329	334	551	219	364	332	258	154	180	107	202	122	
PEACOCK SHOWCASE										5	200		A 4.5	7	367	2090	635^299^		796	370^	579^387^	357^194^		827	365^	599^480^	385^161^		204^	32^	263^	137^					
2 SUN.										7.00P	60	NBC GV	98			B 11.7	17	954	2028	770	278	841	306	523	461	379	267	623	236	398	345	312	180	167	80	397	267
7.00 - 7.30													A 4.7	8	383	2078	621	366^	775	342^	544^376^	358^210^		850	383^	607^482^	384^170^		183^	28^	270^	135^					
7.30 - 8.00													A 4.3	7	350	2077	640^226^		806	401^	613^390^	349^169^		797	340^	583^478^	382^151^		225^	36^	249^	139^					
PRIVATE BENJAMIN										5	193	192	A 14.9	21	1214	1946	748	258	792	245	428	404	392	292	624	198	332	349	292	235	180	82^	350	227			
MON.										8.30P	30	CBS CS	99	99	B 16.7	23	1361	1950	685	286	748	261	429	384	339	255	604	206	360	351	293	197	226	116	372	261	
QUINCY, M.E.										14	202	202	A 17.2	28	1402	1567	730	294	803	296	495	442	373	251	584	252	354	301	221	192	108	41^	72^	54^			
WED.										10.00P	60	NBC OP	99	99	B 17.1	28	1394	1617	761	299	829	313	520	467	374	249	609	262	415	369	265	161	116	46	63	43	
10.00 - 10.30													A 17.0	28	1386	1598	751	300	817	309	497	438	366	267	585	253	358	302	222	190	115	48^	81^	60^			
10.30 - 11.00													A 17.4	29	1418	1529	704	287	783	279	489	444	383	234	581	253	349	297	218	194	101	36^	64^	48^			
REAL PEOPLE										19	211	209	A 22.0	33	1793	1786	763	280	875	232	393	372	405	407	606	161	297	300	322	248	102	67^	203	126			
WED.										8.00P	60	NBC PV	99	97	B 19.9	30	1622	1799	755	281	840	216	388	367	394	385	637	167	300	297	313	277	125	62	197	140	
8.00 - 8.30													A 20.7	31	1687	1790	762	271	868	219	369	351	402	420	616	156	296	299	335	256	97	63^	209	121			
8.30 - 9.00													A 23.3	35	1899	1777	765	284	879	245	417	389	409	392	595	163	297	299	311	241	106	70	197	129			
ROCKY II(S)										195			A 21.8	33	1777	2042	689	278	762	312	504	454	343	200	727	274	505	490	361	167	245	121^	308	224			
1 SUN.										8.00P	150	CBS FF	99																								
8.00 - 8.30													A 21.3	33	1736	2051	726	261	823	333	534	474	371	234	720	258	474	433	357	207	205	113^	303	211			
8.30 - 9.00													A 20.7	31	1687	2087	729	283	808	318	522	478	375	225	707	248	472	444	359	194	236	115^	336	229			
9.00 - 9.30													A 21.2	32	1728	2056	671	286	734	294	477	434	327	195	715	261	493	496	362	162	270	136	337	236			
9.30 - 10.00													A 21.2	32	1728	2064	674	299	739	312	494	448	322	186	748	283	523	524	376	155	260	120^	317	231			
10.00 - 10.30													A 24.5	40	1997	1978	651	265	716	301	495	435	328	172	745	304	546	538	362	136	260	123	257	215			
SHE'S GOOD SKATE-C. BROWN(S)										196			A 15.6	23	1271	2149	537	253	619	247	387	288	232	198	466	185^	354	278	225	94^	224	108^	840	528			
1 WED.										8.00P	30	CBS EA	99																								

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

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																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
																WK		DAY		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK- ING HOUSE WOM.	
#																																									
WEEKDAY DAYTIME CONT'D AS THE WORLD TURNS-CONT'D & 2.45P 15																																									
1.30 - 2.00																																									
2.00 - 2.30																																									
BATTLESTARS										77		174		174																											
M-F 11.30A 30 NBC QG										93		93																													
BLOCKBUSTERS										96		149		148																											
M-F 10.30A 30 NBC QG										81		81																													
CAPTAIN KANGAROO										25		98		99																											
M-F 6.30A 30 CBS C										69		70																													
DAYS OF OUR LIVES										95		209		209																											
M-F 1.00P 60 NBC DD										99		99																													
1.00 - 1.30																																									
1.30 - 2.00																																									
DOCTORS										97		177		175																											
M-F 12.30P 30 NBC DD										88		88																													
EDGE OF NIGHT										91		159		158																											
1 M-F 4.00P 30 ABC DD										81		82																													
2 MTUWF 4.00P 30																																									
FAMILY FEUD										99		175		175																											
M-F 12.00N 30 ABC QP										92		92																													
GENERAL HOSPITAL										97		200		200																											
1 M-F 3.00P 60 ABC DD										99		99																													
2 MTUWF 3.00P 60																																									
2 THU. 3.30P 60																																									
3.00 - 3.30																																									
3.30 - 4.00																																									
4.00 - 4.30																																									
GOOD MORNING, AMERICA-730										99		206		206																											
M-F 7.30A 30 ABC N										99		99																													
GOOD MORNING, AMERICA-830										99		204		204																											
M-F 8.30A 30 ABC N										98		98																													
GUIDING LIGHT										97		197		197																											
M-F 3.00P 60 CBS DD										99		99																													
3.00 - 3.30																																									
3.30 - 4.00																																									
LOVE BOAT DAYTIME										98		188		189																											
M-F 11.00A 60 ABC CS										94		94																													
11.00 - 11.30																																									
11.30 - 12.00																																									
MORNING-KURALT & SAWYER										25		176		176																											
M-F 7.00A 120 CBS N										97		97																													
7.00 - 7.30																																									
CONT'D																																									

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)				
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11		
WEEKDAY DAYTIME CONT'D																														
WHEEL OF FORTUNE																														
M-F 11.00A 30 NBC QG 96 182 183 A 5.4 23 440 1314 848 147 903 173 348 425 441 437 332 93^ 139 111^ 114^ 189 40^ 36^ 39^ 27^																														
M-F 11.00A 30 NBC QG 93 93 B 5.2 23 424 1300 819 156 862 191 335 346 373 446 324 86 136 122 118 168 39 20 75 39																														
YOUNG AND THE RESTLESS																														
M-F 12.30P 60 CBS DD 97 194 195 A 7.6 27 619 1318 794 157 940 236 451 379 433 445 256 88^ 124 94^ 97 103 37^ 23^ 85^ 46^																														
M-F 12.30P 60 CBS DD 99 99 B 7.5 28 611 1272 774 143 908 274 472 384 385 380 249 79 109 88 91 122 43 27 72 33																														
12.30 - 1.00 A 7.4 27 603 1305 778 164 923 230 448 380 423 431 275 90^ 132 100 104 113 31^ 20^ 76^ 45^																														
1.00 - 1.30 A 7.8 27 636 1310 802 145 945 237 447 374 441 453 229 85^ 115 86^ 85^ 88^ 41^ 25^ 95 45^																														
WEEKEND DAYTIME																														
ABC WEEKEND SPECIALS																														
SAT. 12.00N 30 ABC FV 13 181 181 A 6.4 23 522 1623 304 105^ 388 186^ 272 164^ 128^ 101^ 271 153^ 216^ 173^ 71^ 55^ 271 108^ 693 438																														
SAT. 12.00N 30 ABC FV 91 91 B 5.9 20 481 1663 363 155 429 208 313 205 146 109 329 171 243 186 108 70 240 105 665 425																														
ABC WIDE WORLD-SPORTS SAT																														
1 SAT. 5.02P 88 ABC SA 10 205 204 A 12.5 28 1019 1598 510 163 585 140 302 281 317 245 756 268 449 430 381 226 114^ 52^ 143 100^																														
2 SAT. 5.00P 90 B 11.0 23 897 1661 534 196 619 177 339 299 313 236 762 295 480 427 356 231 116 44 164 112																														
5.00 - 5.30 A 12.0 30 978 1573 482 138 551 114^ 271 279 311 239 779 252 461 460 413 236 126 49^ 117^ 94^																														
5.30 - 6.00 A 13.7 31 1117 1522 459 134 512 114 248 224 277 238 764 272 453 442 382 230 113 49^ 133 94^																														
6.00 - 6.30 A 12.1 24 986 1680 583 218 688 198 391 346 359 245 705 272 421 381 341 205 109^ 58^ 178 114^																														
ABC WIDE WORLD-SPORTS SUN																														
SUN. 4.30P 90 ABC SA 3 192 196 A 10.2 23 831 1696 590 271 656 227 456 390 356 159 665 254 500 417 370 124^ 147 50^ 228 159																														
SUN. 4.30P 90 ABC SA 97 98 B 10.4 24 848 1625 555 247 598 208 398 352 308 160 705 284 509 433 366 148 119 48 203 147																														
4.30 - 5.00 A 9.3 22 758 1716 559 239 621 209 439 386 354 142^ 640 249 482 391 356 117^ 176 59^ 279 171																														
5.00 - 5.30 A 10.0 23 815 1666 599 275 648 223 460 410 358 148 675 275 528 445 365 115^ 134^ 44^ 209 153																														
5.30 - 6.00 A 11.3 25 921 1702 608 296 691 240 465 374 357 184 672 238 485 410 381 140 137 50^ 202 158																														
AMERICAN BANDSTAND '82																														
SAT. 12.30P 60 ABC PC 12 163 165 A 4.9 16 399 1612 437 301^ 582 334 416 266^ 136^ 156^ 295^ 221^ 261^ 203^ 40^ 34^ 278^ 150^ 457 311																														
SAT. 12.30P 60 ABC PC 82 81 B 5.0 15 408 1600 504 250 612 324 431 267 161 170 365 209 277 192 117 76 243 136 380 244																														
12.30 - 1.00 A 4.6 16 375 1568 342 199^ 456 256^ 307^ 202^ 94^ 141^ 286^ 220^ 265^ 202^ 45^ 21^ 300^ 154^ 526 315^																														
1.00 - 1.30 A 5.1 17 416 1656 520 398 695 402 516 322 174^ 170^ 305 226^ 259^ 206^ 33^ 46^ 259^ 145^ 397 311																														
BETCHA DON'T KNOW-8:28AM																														
SAT. 8.28A 2 NBC CN 7 177 177 A 4.3 28 350 2011 277^ 183^ 414 311^ 376 169^ 83^ 38^ 189^ 106^ 136^ 76^ 30^ 53^ 160^ 19^ 1248 790																														
SAT. 8.28A 2 NBC CN 96 96 B 3.9 27 318 1899 205 134 266 171 228 144 86 38 180 108 142 87 49 38 160 44 1293 717																														
BETCHA DON'T KNOW-9:12AM																														
SAT. 9.12A 2 NBC CN 7 208 209 A 9.4 44 766 1879 201 91^ 216 141^ 165 84^ 32^ 51^ 223 101^ 148^ 139^ 64^ 58^ 153^ 55^ 1287 809																														
SAT. 9.12A 2 NBC CN 99 99 B 9.0 43 734 1720 218 116 239 157 213 133 61 22 177 91 139 116 54 32 145 71 1159 689																														
BETCHA DON'T KNOW-10:28AM																														
SAT. 10.28A 2 NBC CN 7 200 199 A 5.4 22 440 1550 198^ 107^ 262^ 174^ 214^ 88^ 73^ 48^ 110^ 73^ 99^ 57^ 26^ 11^ 134^ 42^ 1044 607																														
SAT. 10.28A 2 NBC CN 97 97 B 5.5 21 448 1568 227 107 303 195 243 121 72 49 149 81 111 71 36 38 151 49 965 523																														
BETCHA DON'T KNOW-11:58AM																														
SAT. 11.58A 2 NBC CN 6 179 165 A 4.2 15 342 1649 222^ 55^ 254^ 129^ 164^ 75^ 76^ 81^ 364 244^ 322^ 142^ 78^ 42^ 261^ 81^ 770 509																														
SAT. 11.58A 2 NBC CN 86 82 B 5.4 18 440 1577 259 95 305 175 226 134 74 75 322 205 269 190 71 53 183 65 767 402																														
BETCHA DON'T KNOW-12:28PM																														
SAT. 12.28P 2 NBC CN 7 165 153 A 4.5 16 367 1635 284^ 145^ 325^ 194^ 237^ 145^ 98^ 82^ 453 298^ 396 216^ 127^ 52^ 138^ 68^ 719 510																														
SAT. 12.28P 2 NBC CN 83 76 B 5.4 17 440 1596 273 145 335 179 236 139 108 97 371 213 272 171 91 92 215 74 675 362																														
BLACKSTAR																														
SAT. 11.30A 30 CBS CA 11 185 187 A 6.2 23 505 1745 455 199^ 525 241 349 232^ 204^ 143^ 419 260 309 207^ 106^ 88^ 151^ 60^ 650 380																														
SAT. 11.30A 30 CBS CA 96 96 B 6.7 22 546 1775 373 161 416 203 297 187 150 105 362 211 266 201 103 80 192 89 805 459																														
BUGS BUNNY/ROAD RUNNER 1																														
SAT. 9.30A 30 CBS CA 10 197 194 A 6.0 25 489 1640 350 126^ 369 176^ 254 195^ 150^ 98^ 276 189^ 225^ 185^ 76^ 43^ 205^ 84^ 790 419																														
SAT. 9.30A 30 CBS CA 99 99 B 6.2 25 505 1627 327 135 355 148 211 154 158 113 311 181 221 175 102 59 179 77 782 418																														
BUGS BUNNY/ROAD RUNNER 2																														
SAT. 10.00A 30 CBS CA 11 197 194 A 7.8 31 636 1659 390 154^ 417 207 294 207 165^ 110^ 314 181^ 227 183^ 113^ 70^ 194 85^ 734 424																														
SAT. 10.00A 30 CBS CA 99 99 B 7.8 29 636 1685 346 147 378 165 243 162 162 115 367 194 265 219 147 62 202 83 738 387																														
BUGS BUNNY/ROAD RUNNER 3																														
SAT. 10.30A 30 CBS CA 11 197 194 A 8.6 32 701 1763 449 159^ 477 222 322 194 187 149^ 360 226 277 223 99^ 63^ 193 82^ 733 440																														
SAT. 10.30A 30 CBS CA 99 99 B 8.2 29 668 1664 342 149 388 180 258 153 158 118 374 224 286 219 118 62 197 87 705 384																														

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11					
WEEKEND DAYTIME CONT'D																																
BUGS BUNNY/ROAD RUNNER 4 11 196 194										A	8.9	33	725	1781	478 201	533 271	380 233	175 146^	400 261	329 230	98^ 58^	166 66^	682 391									
SAT. 11.00A 30 CBS CA 99 99										B	9.0	31	734	1737	376 151	429 219	304 186	144 113	390 237	294 212	106 80	212 103	706 387									
BULLWINKLE 20 135 131										A	3.1	11	253	1545	375^ 99v	375^181^	226^205^	91^134^	423^202^	301^253^	198^ 71v	233^ 87v	514 344^									
SAT. 12.30P 30 NBC CA 75 69										B	3.8	13	310	1498	294 112	341 172	222 135	99 107	335 174	226 168	98 88	184 92	638 323									
BUSCH CLASH(S) 161										A	5.4	14	440	1309	595 152^	643 241^	445^413^	296^164^	561 217^	263^309^	207^196^	105v 29v	LT LT									
1 SAT. 4.00P 30 CBS SE 90																																
CBS NCAA BASKETBALL 8 171										A	3.3	10	269	1528	486^127v	553^119v	193v178v	141v353^	721^245^	387^272^	353^316^	109v 63v	145v 105v									
2 SAT. 3.00P 120 CBS SE 94										B	5.3	14	432	1365	357 136	387 144	222 172	151 146	733 318	490 404	323 210	114 41	131 91									
3.00 - 3.30										A	3.2	10	261	1398	390^111v	447^ 33v	152v187v	203v260^	685^286^	363^214^	235^322^	120v 89v	146v 111v									
3.30 - 4.00										A	3.2	10	261	1460	419^ 93v	472^ 89v	132v132v	95v340^	752^212v	319^234^	340^407^	102v 60v	134v 73v									
4.00 - 4.30										A	3.2	9	261	1720	537^158v	644^169v	253^215v	125v391^	782^265^	437^318^	443^321^	129v 69v	165v 130v									
4.30 - 5.00										A	3.5	10	285	1554	600^148v	666^182v	239^194v	147^427^	681^232^	432^316^	390^228^	77v 35v	130v 99v									
CBS SPORTS SATURDAY 14 172										A	6.5	16	530	1558	512 142^	527 141^	334^335^	274^165^	799 302^	455 455	315^287^	108v 22v	124^ 51v									
1 SAT. 4.30P 90 CBS SA 95										B	6.8	16	554	1433	433 173	496 151	291 267	250 173	734 281	424 384	310 252	99 29	104 70									
4.30 - 5.00										A	7.8	20	636	1453	482 144^	501 177^	338^292^	234^154^	738 273	391 385	318^285^	104^ 37v	110^ 61v									
5.00 - 5.30										A	6.5	16	530	1613	483 132^	494 108v	302^339^	276^142^	856 342^	521 529	313^282^	113v 23v	150^ 58v									
5.30 - 6.00										A	5.2	12	424	1663	590 156^	604 122v	368^396^	336^208^	826 294^	474^473^	321^297^	115v LT	118v 31v									
DAFFY/SPEEDY SHOW 15 165 152										A	4.4	16	359	1716	273^139^	314^183^	238^139^	114^ 72v	496 388	460 185^	92^ 30v	181^ 95^	725 535									
SAT. 12.00N 30 NBC CA 83 76										B	5.5	19	448	1523	241 119	271 148	192 131	82 72	327 192	245 151	83 68	214 89	711 414									
DAYTONA 500(S) 187										A	9.4	27	766	1546	427 186^	495 170^	296^283^	254^159^	748 313	510 433	357 187^	95^ 14v	208^ 128^									
1 SUN. 12.00N 237 CBS SE 98																																
12.00 - 12.30										A	6.4	23	522	1529	261^110v	343^109v	134^119^	165^165^	547 292^	373^265^	184^131^	110v LT	529 275^									
12.30 - 1.00										A	9.0	30	734	1775	268^ 97^	434 70v	98^ 98^	165^195^	847 470	639 489	302^150^	137^ LT	457 218^									
1.00 - 1.30										A	9.2	29	750	1509	356 189^	434 120^	252^235^	270^145^	830 473	611 461	305^160^	98^ 22v	147^ 69v									
1.30 - 2.00										A	9.7	27	791	1292	419 208^	496 151^	276^261^	253^181^	628 189^	376 309	368 186^	118^ 29v	50v 50v									
2.00 - 2.30										A	8.6	24	701	1569	542 219^	610 237^	387 397	292^168^	784 310^	517 481	389 198^	97^ 18v	78v 78v									
2.30 - 3.00										A	9.3	25	758	1449	494 259^	565 200^	377 375	299^140^	731 245^	486 464	396 206^	61v 19v	92^ 92^									
3.00 - 3.30										A	10.6	28	864	1573	517 229^	585 239^	409 379	289 139^	740 248^	476 429	412 220^	64^ 15v	184^ 114^									
3.30 - 4.00										A	12.7	32	1035	1645	481 161^	518 202^	350 320	259 145^	819 303	569 513	431 214^	83^ 7v	225^ 162^									
DEAR ALEX & ANNIE-10.56AM 3 197 197										A	5.7	21	465	1520	191^ 75^	214^109^	139^ 82^	105^ 49v	342 233^	306 175^	88^ 36v	250^127^	714 427									
SAT. 10.56A 3 ABC CN 99 99										B	5.9	21	481	1538	229 87	268 142	186 109	126 65	291 198	245 145	79 34	260 134	719 416									
DEAR ALEX & ANNIE-11.25AM 20 123 123										A	2.8	11	228	1285	206^ 22v	368^219^	272^109v	75v 96v	189^ 93v	189^127v	96v LT	285^114^	443^ 246^									
SUN. 11.25A 4 ABC CN 82 82										B	2.9	11	236	1468	438 159	490 213	297 217	166 155	310 116	216 172	160 67	184 90	484 330									
FACE THE NATION 21 134 157										A	3.1	12	253	1466	604 216^	632 LT	126^181^	256^451^	755 44v	221^217^	398^518	36v 36v	43v 36v									
SUN. 11.30A 30 CBS CC 83 94										B	3.6	13	293	1348	524 161	550 108	188 182	200 345	650 137	277 271	326 331	62 21	86 53									
FLINTSTONE'S COMEDY SHW2 22 176 177										A	2.8	20	228	1803	320^184^	438^316^	390^166^	92v 48v	211^119v	156^ 82v	37v 55v	93v 22v	1061 688									
SAT. 8.00A 30 NBC CA 96 96										B	2.7	22	220	1623	202 96	227 107	162 118	99 55	205 109	145 104	63 50	161 67	1030 649									
FONZ AND HAPPY DAYS GANG 3 194 194										A	6.7	26	546	1705	239 75^	264 167^	192^102^	85^ 55v	338 231	263 169^	68^ 68^	193^ 76^	910 521									
SAT. 11.00A 30 ABC CA 98 98										B	7.1	26	579	1627	261 94	324 207	251 138	101 62	301 205	225 154	57 57	210 93	792 452									
GLEN CAMPBELL GOLF-SAT.(S) 169										A	4.4	12	359	1571	431^ LT	484^ 27v	59v 51v	123v425^	929 257^	511^423^	381^388^	47v 22v	111v 111v									
2 SAT. 5.00P 60 CBS SE 92																																
5.00 - 5.30										A	3.9	11	318	1739	438^ LT	513^ 42v	77v 77v	144v436^	1014 330^	594^482^	381^400^	46v 21v	166v 166v									
5.30 - 6.00										A	5.0	13	408	1395	415^ LT	444^ 16v	39v 23v	97v405^	842 194^	434^368^	373^370^	43v 21v	66v 66v									

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1982 REPORT

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000) %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11					
												TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	12-17 FEM.	6-11				
WEEKEND DAYTIME CONT'D																														
GLEN CAMPBELL GOLF-SUN(S)						188		A	7.0	16	571	1454	522	127	541	107	189	181	221	323	745	203	345	294	312	356	61	11	107	79
2 SUN. 3.30P 210 CBS SE						98		A	4.6	12	375	1437	522	48	522	45	136	112	174	365	741	298	337	240	157	385	81	11	93	93
3.30 - 4.00								A	5.0	13	408	1282	456	91	468	81	139	104	152	306	712	212	250	169	236	436	47	11	55	55
4.00 - 4.30								A	5.1	13	416	1346	496	171	527	103	149	134	173	333	710	194	278	194	224	425	31	11	78	78
4.30 - 5.00								A	5.6	13	456	1414	519	153	552	92	132	131	220	375	732	198	337	222	268	378	32	11	98	98
5.00 - 5.30								A	7.2	16	587	1388	503	159	527	85	139	150	211	350	751	212	372	278	311	346	40	11	70	70
5.30 - 6.00								A	9.7	20	791	1598	492	112	515	106	216	206	243	286	806	203	430	395	406	323	86	21	191	100
6.00 - 6.30								A	12.0	23	978	1483	584	140	597	166	274	276	268	292	712	153	331	369	387	297	71	23	103	59
GOLDIE GOLD/ACTION JACK						3	195	A	4.2	18	342	1550	251	91	271	155	204	120	116	23	215	165	215	169	50	11	136	41	928	474
SAT. 9.00A 30 ABC CA						99	99	B	4.3	19	350	1521	252	138	316	167	218	152	149	59	222	155	211	164	56	11	124	37	859	447
HAWAIIAN OPEN GOLF-SAT(S)						152		A	4.3	10	350	1580	559	109	620	163	274	176	308	308	915	226	432	462	443	389	39	11	11	11
1 SAT. 5.00P 86 NBC SE						84		A	4.4	11	359	1496	499	73	499	134	292	137	294	201	934	265	479	459	437	366	58	11	11	11
5.00 - 5.30								A	4.2	10	342	1591	514	120	578	126	214	185	326	294	957	261	421	503	456	372	56	11	11	11
5.30 - 6.00								A	4.3	9	350	1586	666	114	754	234	329	139	298	400	820	138	371	398	417	422	11	11	11	11
HAWAIIAN OPEN GOLF-SUN(S)						187		A	6.0	13	489	1564	694	202	716	216	324	293	339	317	674	224	304	317	264	313	57	32	117	98
1 SUN. 4.30P 135 NBC SE						94		A	5.8	14	473	1645	557	180	586	87	184	242	382	314	768	214	362	346	350	355	160	48	131	110
4.30 - 5.00								A	5.7	13	465	1686	821	189	836	272	412	320	377	345	680	280	304	337	209	314	34	34	136	136
5.00 - 5.30								A	5.4	12	440	1511	839	311	852	296	443	372	377	327	566	164	186	209	184	331	29	29	64	64
5.30 - 6.00								A	6.2	13	505	1463	687	188	714	253	332	292	292	305	598	241	278	278	205	265	36	36	115	81
HEATHCLIFF & MARMADUKE						3	188	A	6.6	25	538	1623	276	149	322	188	262	154	120	47	263	180	206	114	50	57	255	87	783	441
SAT. 11.30A 30 ABC CA						96	96	B	7.1	25	579	1634	281	138	351	199	270	155	121	65	271	171	188	108	49	67	269	128	743	416
IN THE NEWS- 8.26AM						22	191	A	3.3	20	269	1911	332	41	332	59	195	220	161	112	212	153	189	189	59	23	181	77	1186	473
SAT. 8.26A 3 CBS CN						97	97	B	3.0	20	245	1503	195	105	226	111	177	117	91	40	161	78	107	88	77	44	141	53	975	541
IN THE NEWS- 8.56AM						22	194	A	3.9	20	318	1676	392	79	392	65	251	263	219	129	263	169	219	164	94	44	212	73	809	390
SAT. 8.56A 3 CBS CN						99	99	B	3.8	20	310	1476	221	73	238	121	173	107	93	54	241	126	171	132	94	62	186	67	811	425
IN THE NEWS- 9.26AM						22	194	A	4.2	18	342	1526	364	72	402	215	265	108	123	131	329	204	236	157	80	93	142	62	653	283
SAT. 9.26A 3 CBS CN						99	99	B	4.9	21	399	1532	289	110	342	172	239	144	126	87	282	151	193	150	98	71	198	63	710	347
IN THE NEWS- 9.56AM						21	197	A	6.3	27	513	1579	347	129	379	184	259	190	150	105	271	178	221	180	79	46	192	79	737	371
SAT. 9.56A 3 CBS CN						99	99	B	6.9	28	562	1593	307	126	353	169	240	155	135	95	317	186	234	183	98	64	197	82	726	364
IN THE NEWS- 11.56AM						22	185	A	5.7	21	465	1738	441	202	518	240	348	229	198	143	433	261	306	215	110	108	120	30	667	382
SAT. 11.56A 3 CBS CN						96	96	B	6.0	21	489	1620	358	157	405	216	295	178	129	94	291	173	218	160	83	60	187	73	737	401
IN THE NEWS- 12.26PM						21	178	A	4.1	14	334	1659	432	227	491	251	340	220	181	118	296	116	191	98	123	105	138	60	734	459
SAT. 12.26P 3 CBS CN						81		B	5.3	18	432	1588	354	177	419	221	297	183	136	98	297	176	233	152	95	53	163	64	709	387
IN THE NEWS- 12.56PM						20	165	A	6.0	20	489	1613	371	192	445	191	316	205	191	123	335	163	237	122	156	89	193	101	640	424
SAT. 12.56P 3 CBS CN						88	76	B	5.8	19	473	1689	362	146	436	213	301	193	157	123	351	199	263	175	125	68	178	73	724	405
IN THE NEWS- 1.26PM						18	157	A	5.2	16	424	1663	293	135	351	126	225	162	143	126	411	175	313	231	203	75	160	47	741	450
SAT. 1.26P 3 CBS CN						88	77	B	5.5	17	448	1664	401	155	466	217	312	205	178	134	321	171	228	150	125	73	182	60	695	402
IN THE NEWS- 10.56AM						22	197	A	9.2	34	750	1776	455	153	485	220	336	202	196	146	371	233	288	233	106	60	208	100	712	452
SAT. 10.56A 3 CBS CN						99	99	B	7.6	28	619	1592	343	146	386	195	278	167	152	97	333	212	259	189	90	56	194	98	679	353

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
WK # DAY START TIME DUR NET TYPE										WK 1 WK 2				K E Y	AVG. AUD. SHARE %		AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	START DAY	TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11										
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+											
WEEKEND DAYTIME CONT'D																																				
NCAA BASKETBALL-RE-CONT'D																																				
1.00 - 1.30														A	5.3	15	432	1220	312	44	312	90	127	96	132	152	676	359	437	393	237	170	112	58	120	76
1.30 - 2.00														A	5.8	16	473	1457	345	77	357	112	146	136	182	150	817	366	476	465	355	256	152	53	131	68
2.00 - 2.30														A	6.4	18	522	1345	306	96	327	100	150	121	154	140	789	354	456	452	318	247	131	50	98	57
2.30 - 3.00														A	7.3	20	595	1371	367	79	385	111	149	82	136	203	784	361	469	432	286	245	98	50	104	68
3.00 - 3.30														A	6.1	20	497	893	211	49	211	32	106	122	106	89	386	38	101	169	257	217	147	81	149	139
3.30 - 4.00														A	6.1	19	497	1231	288	47	314	159	235	160	119	51	378	96	118	106	179	212	318	243	221	221
4.00 - 4.30														A	5.9	18	481	1193	296	73	333	134	229	204	138	73	430	151	191	75	173	204	139	66	291	291
4.30 - 5.00														A	6.1	17	497	1294	399	171	437	220	325	301	181	82	456	130	217	139	232	187	163	82	238	238
NCAA BASKETBALL GAME-SUN														A	6.2	18	505	1539	331	79	391	143	212	197	174	166	843	298	562	500	385	254	116	LT	189	113
1 SUN. 1.00P 108 NBC SE														B	6.4	16	522	1515	376	147	439	168	280	248	204	126	842	327	586	532	412	213	101	25	133	98
2 SUN. 1.00P 120																																				
1.00 - 1.30														A	4.9	16	399	1654	374	95	457	210	266	243	160	181	804	316	526	481	346	245	94	22	299	233
1.30 - 2.00														A	6.2	18	505	1648	325	74	409	143	232	202	187	177	858	308	593	532	404	232	139	LT	242	143
2.00 - 2.30														A	6.8	20	554	1513	331	96	376	125	194	182	178	168	855	298	563	488	380	268	140	LT	142	63
2.30 - 3.00														A	6.3	18	513	1267	324	57	349	107	187	230	199	119	818	220	534	491	421	284	84	LT	16	LT
POPEYE/OLIVE COMEDY SHOW														A	2.9	19	236	2068	324	38	324	62	194	223	165	101	228	151	203	203	77	25	210	94	1306	523
SAT. 8.00A 30 CBS CA														B	2.4	17	196	1396	161	73	173	76	130	107	76	LT	141	77	105	88	53	34	183	65	899	496
PRO BOWLERS TOUR														A	8.5	23	693	1561	527	135	625	129	309	302	328	277	653	169	334	331	342	244	137	65	146	109
1 SAT. 3.30P 92 ABC SE														B	9.0	22	734	1517	555	177	636	167	325	288	307	270	642	182	340	343	326	237	111	44	128	89
2 SAT. 3.30P 90																																				
3.30 - 4.00														A	7.7	22	628	1565	527	153	629	155	325	312	314	266	639	157	315	315	331	238	132	68	165	126
4.00 - 4.30														A	8.6	23	701	1572	530	129	625	113	303	304	342	284	654	170	334	319	332	254	158	78	135	100
4.30 - 5.00														A	9.3	24	758	1571	528	136	633	132	308	297	326	282	667	170	346	353	365	244	129	52	142	105
RICHIE RICH/SCOOBY DOO-1														A	5.7	24	465	1710	203	95	233	116	166	81	117	43	289	207	273	179	66	16	197	86	991	583
SAT. 10.00A 30 ABC CA														B	6.2	26	505	1654	227	130	265	147	205	123	98	48	189	111	161	112	65	25	248	103	952	587
RICHIE RICH/SCOOBY DOO-2														A	6.4	25	522	1582	173	82	193	84	126	76	109	46	289	191	263	138	79	26	241	113	859	504
SAT. 10.30A 30 ABC CA														B	7.0	28	571	1620	223	122	260	160	210	121	87	39	201	113	162	117	76	28	256	116	903	542
SCHOOLHOUSE ROCK-8.26AM														A	3.6	24	293	1478	189	79	212	83	133	75	129	79	213	99	153	120	65	49	139	40	914	625
SAT. 8.26A 4 ABC CN														B	3.4	21	277	1514	197	66	227	124	174	128	79	44	202	114	170	126	59	30	147	32	938	532
SCHOOLHOUSE ROCK-8.55AM														A	4.2	21	342	1430	173	53	176	59	102	70	117	47	159	132	159	94	27	LT	133	23	962	556
SAT. 8.55A 4 ABC CN														B	4.1	21	334	1538	229	81	252	92	143	112	104	88	224	133	190	138	57	34	135	24	927	573
SCHOOLHOUSE ROCK-9.25AM														A	4.6	19	375	1477	256	91	274	162	221	113	112	22	212	159	212	162	53	LT	142	48	849	446
SAT. 9.25A 4 ABC CN														B	4.8	20	391	1473	255	125	318	157	212	141	161	71	224	146	224	170	78	LT	129	45	802	428
SMURFS I														A	6.6	36	538	1939	227	78	265	155	209	120	64	56	228	116	163	128	47	65	145	57	1301	794
SAT. 8.30A 30 NBC CA														B	5.9	35	481	1587	181	98	198	108	157	101	74	38	142	77	108	78	42	31	133	61	1114	688
SMURFS II														A	9.3	42	758	1888	207	93	221	142	168	90	40	53	211	117	147	134	47	47	163	68	1293	792
SAT. 9.00A 30 NBC CA														B	8.1	38	660	1629	200	99	220	130	173	102	65	43	148	77	111	82	49	32	155	69	1106	695
SPACE STARS I														A	4.3	16	350	1609	223	68	277	137	177	88	82	95	269	186	249	140	63	20	208	63	855	580
SAT. 11.00A 30 NBC CA														B	4.7	17	383	1581	224	127	259	150	202	132	84	47	256	174	226	143	64	25	205	64	861	510
SPACE STARS II														A	4.3	16	350	1620	226	57	263	135	162	72	71	94	348	233	314	155	81	34	243	83	766	492
SAT. 11.30A 30 NBC CA														B	5.2	18	424	1521	231	112	257	143	198	131	74	53	295	183	248	174	85	39	198	60	771	444
SPIDER-MAN & FRIENDS														A	5.9	23	481	1740	192	103	273	174	224	101	80	49	200	106	190	134	84	10	171	81	1096	708
SAT. 10.30A 30 NBC CA														B	5.9	22	481	1679	209	117	250	151	210	129	84	33	232	143	197	126	74	32	212	64	985	577

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																											
																	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																											
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)																	
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11																
WEEKEND DAYTIME CONT'D																																												
SPORTSBEAT SUN. 2.00P 30 ABC SC 3 170 170															A	3.6	10	293	1973	744	116^	754	184^	334^	298^	317^	347^	837	379^	478	409^	276^	284^	211^	20^	171^	45^							
SUN. 2.00P 30 ABC SC 90 90															B	3.7	10	302	1854	707	124	757	224	410	345	327	288	745	349	445	393	280	218	189	43	163	72							
SPORTSWORLD 1 SUN. 3.00P 90 NBC SA 6 182 173															A	7.1	18	579	1743	538	249	626	188^	364	332	317	216	869	338	603	446	362	249	133^	18^	115^	83^							
2 SUN. 3.00P 150															B	7.8	19	636	1619	509	249	584	191	374	317	285	173	832	301	526	473	403	238	82	17	121	97							
3.00 - 3.30															A	6.2	16	505	1578	513	186^	572	145^	318	279	320	205^	765	221^	500	421	380	251	131^	12^	110^	74^							
3.30 - 4.00															A	7.1	18	579	1819	593	254	684	214	418	375	348	220	797	311	546	355	326	240	171^	19^	167^	130^							
4.00 - 4.30															A	7.9	20	644	1798	546	292	633	205	347	335	302	228	865	369	630	471	347	225	187	47^	113^	93^							
4.30 - 5.00															A	7.0	17	571	1653	475	239^	587	179^	339^	330^	278^	210^	1007	432	718	504	392^	261^	28^	LT	31^	31^							
5.00 - 5.30															A	7.6	18	619	1874	523	267^	651	197^	411	358^	336^	212^	1061	431	724	556	407	300^	52^	LT	110^	43^							
SUNDAY MORNING 9.00A 90 CBS N 22 154 158															A	4.8	22	391	1588	613	148^	633	130^	227^	228^	346	347	666	256^	377	339	326	223^	77^	23^	212^	133^							
SUN. 9.00A 90 CBS N 90 91															B	4.9	23	399	1496	635	228	658	178	274	265	290	345	632	236	345	325	302	228	52	17	154	91							
9.00 - 9.30															A	4.1	21	334	1533	632	140^	644	150^	238^	223^	371	346^	601	218^	296^	285^	323^	227^	48^	LT	240^	137^							
9.30 - 10.00															A	5.2	23	424	1583	592	146^	616	125^	236^	246^	350	313	699	277^	425	375	338	208^	79^	13^	189^	107^							
10.00 - 10.30															A	5.1	21	416	1627	620	153^	641	117^	206^	212^	317	384	683	267^	396	351	316	231^	98^	43^	205^	149^							
SUPERFRIENDS SAT. 8.00A 30 ABC CA 22 189 189															A	3.7	27	302	1507	166^	76^	179^	69^	125^	89^	110^	54^	288^	172^	235^	136^	69^	47^	126^	40^	914	616							
SAT. 8.00A 30 ABC CA 95 95															B	3.3	22	269	1513	207	68	233	121	174	132	80	50	220	127	186	138	62	32	135	31	925	518							
SUPERSTARS 1 SUN. 2.30P 62 ABC SE 5 179 180															A	6.7	18	546	1626	571	163^	617	163^	384	401	366	173^	633	199^	400	384	356	172^	240	70^	136^	100^							
2 SUN. 2.30P 120															B	6.9	18	562	1653	558	172	613	197	397	384	329	163	659	249	420	395	334	168	191	60	190	147							
2.30 - 3.00															A	5.3	15	432	1667	608	140^	657	192^	383	358	338	222^	605	175^	444	381	305	195^	240^	49^	165^	105^							
3.00 - 3.30															A	6.8	18	554	1670	573	155^	603	133^	345	382	368	208^	685	254	457	431	344	171^	251	81^	131^	115^							
3.30 - 4.00															A	7.0	18	571	1552	543	168^	607	166^	392^	447	383^	128^	584	133^	351^	340^	415	173^	244^	83^	117^	83^							
4.00 - 4.30															A	8.7	22	709	1625	556	213^	617	165^	445	464	411	97^	639	197^	429	359	401	155^	238^	74^	131^	97^							
TARZAN/L.RANGER/ZORRO HR1 SAT. 8.30A 30 CBS CA 11 194 192															A	3.7	19	302	1755	393^	76^	393^	63^	251^	269^	232^	124^	253^	147^	209^	162^	106^	44^	162^	53^	947	447							
SAT. 8.30A 30 CBS CA 99 99															B	3.5	19	285	1562	246	86	262	112	185	138	122	64	258	111	178	154	118	68	201	65	841	463							
TARZAN/L.RANGER/ZORRO HR2 SAT. 9.00A 30 CBS CA 11 194 192															A	4.3	19	350	1540	371	71^	408	227^	288^	127^	120^	114^	335^	230^	258^	174^	74^	77^	148^	68^	649	280^							
SAT. 9.00A 30 CBS CA 99 99															B	4.6	20	375	1537	295	99	323	137	192	126	138	109	284	143	186	160	109	75	208	59	722	398							
THIS WEEK-DAVID BRINKLEY SUN. 11.30A 60 ABC N 13 165 167															A	3.3	12	269	1502	647	144^	688	141^	227^	246^	242^	431^	602	144^	267^	242^	277^	312^	74^	41^	138^	82^							
SUN. 11.30A 60 ABC N 90 91															B	3.7	12	302	1426	569	161	609	151	239	224	231	327	674	206	308	279	284	311	45	18	98	58							
11.30 - 12.00															A	3.3	13	269	1342	636	123^	665	122^	212^	237^	254^	428^	445^	126^	231^	208^	193^	204^	86^	41^	146^	89^							
12.00 - 12.30															A	3.4	12	277	1563	631	148^	678	151^	231^	242^	221^	417^	706	147^	281^	256^	336^	397^	59^	32^	120^	68^							
30 MINUTES SAT. 1.30P 30 CBS DN 16 164 145															A	3.9	12	318	1519	585	211^	673	200^	405	287^	255^	268^	270^	61^	117^	120^	176^	109^	172^	92^	404	267^							
SAT. 1.30P 30 CBS DN 89 78															B	3.8	12	310	1490	463	170	531	222	334	229	209	166	305	119	195	163	158	89	170	85	484	296							
THUNDARR THE BARBARIAN SAT. 8.30A 30 ABC CA 3 194 194															A	4.2	21	342	1380	177^	50^	181^	79^	117^	79^	102^	50^	178^	149^	178^	131^	29^	LT	131^	35^	890	538							
SAT. 8.30A 30 ABC CA 98 98															B	4.2	21	342	1474	212	62	224	97	144	103	93	67	230	150	205	158	55	25	138	29	882	545							
TOM AND JERRY COMEDY SHOW SAT. 12.30P 30 CBS CA 20 165 148															A	6.1	20	497	1604	311	153^	383	172^	277	170^	150^	106^	332	152^	243	141^	162^	79^	181^	84^	708	455							
SAT. 12.30P 30 CBS CA 88 76															B	5.8	19	473	1698	339	153	401	209	289	180	133	102	316	182	243	162	109	59	185	80	796	446							
TROLLKINS SAT. 12.00N 30 CBS CA 10 178 162															A	4.3	15	350	1606	423	237^	486	242^	334^	206^	178^	120^	280^	106^	180^	106^	132^	93^	142^	57^	698	435							
SAT. 12.00N 30 CBS CA 92 81															B	5.3	17	432	1637	333	192	403	218	310	181	150	79	303	157	224	184	116	62	172	92	759	410							
USA VS-WRLD-OLYMPIC SPRTS 1 SUN. 3.32P 58 ABC SE 3 188															A	6.3	16	513	1302	384^	72^	409^	78^	224^	206^	253^	178^	617	209^	401^	346^	317^	180^	145^	64^	131^	104^							
1 SUN. 3.32P 58 ABC SE 96															B	8.1	19	660	1656	557	204	596	224	388	339	268	167	746	314	488	424	330	178	122	50	192	132							
3.30 - 4.00															A	5.8	15	473	1378	467^	100^	496^	148^	292^	276^	275^	191^	642	245^	408^	349^	301^	180^	144^	61^	96^	96^							
4.00 - 4.30															A	6.8	17	554	1235	315^	54^	336^	21^	169^	148^	235^	167^	594	179^	394^	347^	329^	175^	146^	67^	159^	108^							

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. FEB. 8, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		33,820 41.5		ABC MONDAY NIGHT MOVIE SUPERMAN, PART 2(OP)		24,610 30.2		OLIVIA NEWTON-JOHN SPEC.	
	ABC TV		{		24,610				17,600			
	AVERAGE AUDIENCE (Households (000) & %)		{		30.2		28.6*		30.4*		31.4*	
	SHARE OF AUDIENCE %		{		42		41*		42*		44*	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		12,800		11,900		14,590		15,490	
	CBS TV		{		11,000		11,000		12,960		13,120	
	AVERAGE AUDIENCE (Households (000) & %)		{		13.5		13.5		15.9		16.1	
	SHARE OF AUDIENCE %		{		19		19		22		23	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		{		15,240		19,560		24.0		TV GUIDE SPECIAL (OP)	
	NBC TV		{		12,710		10,270					
	AVERAGE AUDIENCE (Households (000) & %)		{		15.6		15.5*		12.6		12.7*	
	SHARE OF AUDIENCE %		{		22		22*		19		18*	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		{		20,380		29,420		36.1		ABC MONDAY NIGHT MOVIE THE JERK(OP)	
	ABC TV		{		16,380		19,230					
	AVERAGE AUDIENCE (Households (000) & %)		{		20.1		23.6		22.4*		25.2*	
	SHARE OF AUDIENCE %		{		29		30*		36		32*	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		{		15,890		14,670		17,280		14,670	
	CBS TV		{		14,020		13,280		15,400		13,120	
	AVERAGE AUDIENCE (Households (000) & %)		{		17.2		16.3		18.9		16.1	
	SHARE OF AUDIENCE %		{		25		23		27		23	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		{		22,900		22,410		27.5		JOHNNY GOES HOME (SUS-OP)	
	NBC TV		{		17,690		15,490					
	AVERAGE AUDIENCE (Households (000) & %)		{		21.7		20.8*		22.4*		19.0	
	SHARE OF AUDIENCE %		{		31		30*		32*		29	

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

EVE. MON. FEB. 15, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. FEB.9, 1982

NATIONAL TV AUDIENCE ESTIMATES																		
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W	TOTAL AUDIENCE (Households (000) & %)					19,070 23.4			18,660 22.9			22,580 27.7			20,950 25.7			22,820 28.0
	ABC TV					HAPPY DAYS			LAVERNE & SHIRLEY			THREE'S COMPANY			TOO CLOSE FOR COMFORT (OP)			HART TO HART
	AVERAGE AUDIENCE (Households (000) & %)					17,030 20.9			17,120 21.0			21,030 25.8			19,800 24.3			19,560 24.0
	SHARE OF AUDIENCE %					30			30			38			36			39
E	AVG. AUD. BY 1/4 HR. %	20.1	21.7	20.3	21.7	25.3	26.2	24.3	24.3	23.4	24.3	24.3	23.4	24.3	24.5	23.9		
	TOTAL AUDIENCE (Households (000) & %)					15,240 18.7			17,440 21.4									
	CBS TV					SIMON & SIMON (OP)									CBS TUESDAY NIGHT MOVIES DANGEROUS COMPANY			
	AVERAGE AUDIENCE (Households (000) & %)					12,390 15.2	15.2*	15.3*	11,000 13.5	13.8*	13.6*	13.7*	13.1*	22	22 *	22 *	22 *	
K	SHARE OF AUDIENCE %					22	22 *	22 *	21	20 *	20 *	22 *	22 *	22 *	22 *	22 *	22 *	
	AVG. AUD. BY 1/4 HR. %	15.5	14.9	15.5	15.1	13.9	13.7	3.8	13.4	14.0	13.4	13.4	12.9	15.5	15.6*	15.6	15.1	
	TOTAL AUDIENCE (Households (000) & %)					16,630 20.4			17,360 21.3			14,750 18.1						
	NBC TV					FATHER MURPHY (OP)			BRET MAVERICK (SUS-OP)			FLAMINGO ROAD						
1	AVERAGE AUDIENCE (Households (000) & %)					14,020 17.2	16.5*	17.8*	14,340 17.6	16.9*	18.4*	15.5	15.6*	15.5	15.6*	15.6	15.1	15.4*
	SHARE OF AUDIENCE %					25	24 *	26 *	26	25 *	28 *	25	25 *	25 *	25 *	25 *	25 *	26 *
	AVG. AUD. BY 1/4 HR. %	16.2	16.8	17.7	17.9	16.7	17.1	18.1	18.6	15.7	15.5	15.6	15.1	15.5	15.6	15.6	15.1	
	TOTAL AUDIENCE (Households (000) & %)					17,440 21.4			17,850 21.9			22,010 27.0			22,330 27.4			
W	ABC TV					HAPPY DAYS			LAVERNE & SHIRLEY			THREE'S COMPANY			TOO CLOSE FOR COMFORT (OP)			HART TO HART
	AVERAGE AUDIENCE (Households (000) & %)					15,320 18.8			16,300 20.0			19,800 24.3			20,380 25.0			18,420 22.6
	SHARE OF AUDIENCE %					28			29			36			37			36
	AVG. AUD. BY 1/4 HR. %	17.9	19.8	19.4	20.5	23.5	25.1	24.9	25.2	23.0	23.0	22.4	22.1	23.0	23.0	22.4	22.1	
E	TOTAL AUDIENCE (Households (000) & %)					24,860 30.5												
	CBS TV					WALL, THE (OP)												
	AVERAGE AUDIENCE (Households (000) & %)					14,260 17.5	18.0*	16.6*	16.7*	17.3*	18.3*	17.9*	17.9*	17.5	18.0*	16.6*	16.7*	17.3*
	SHARE OF AUDIENCE %					27	27 *	24 *	25 *	25 *	29 *	29 *	29 *	27	27 *	24 *	25 *	25 *
K	AVG. AUD. BY 1/4 HR. %	18.2	17.8	16.9	16.4	16.8	16.6	17.1	17.6	18.0	18.7	18.4	17.4	18.2	17.8	16.9	16.4	16.8
	TOTAL AUDIENCE (Households (000) & %)					15,970 19.6			15,570 19.1			15,160 18.6						
	NBC TV					FATHER MURPHY (OP)			BRET MAVERICK (OP)			FLAMINGO ROAD						
	AVERAGE AUDIENCE (Households (000) & %)					13,120 16.1	15.1*	17.2*	12,800 15.7	15.6*	15.8*	15.0	15.1*	15.0	15.1*	14.8	15.2	15.0*
2	SHARE OF AUDIENCE %					24	23 *	25 *	23	23 *	23 *	24	24 *	24 *	24 *	24 *	24 *	24 *
	AVG. AUD. BY 1/4 HR. %	14.8	15.4	17.0	17.3	15.5	15.7	15.8	15.8	15.3	14.9	14.8	15.2	14.8	14.8	14.8	15.2	
	TOTAL AUDIENCE (Households (000) & %)					15,970 19.6			15,570 19.1			15,160 18.6						
	NBC TV					FATHER MURPHY (OP)			BRET MAVERICK (OP)			FLAMINGO ROAD						
TV HOUSEHOLDS USING TV		WK. 1	65.9	67.3	67.6	68.1	68.3	69.4	69.0	69.4	68.4	67.9	67.1	66.6	63.2	61.9	60.3	58.5
(See Def. 1)		WK. 2	62.9	63.7	64.0	65.7	65.8	67.6	68.1	68.4	67.4	67.9	68.0	67.7	64.3	63.6	62.4	60.5

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.TUE. FEB.16, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					18,420 22.6					18,990 23.3					19,480 23.9					
	ABC TV					GREATEST AMERICAN HERO				FALL GUY (OP)				DYNASTY							
	AVERAGE AUDIENCE (Households (000) & %)					13,690 16.8	16.9*	16.7*	14,260 17.5	16.8*	18.3*	16,060 19.7	20.1*	19.3*							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 17.1	25 *	25 *	27 16.9	26 *	28 *	32 20.4	33 *	32 *	32 *						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,830 18.2	25,510 31.3														
	CBS TV					SHE'S GOOD SKATE -C. BROWN (R)				HOOVER (R/OP)											
	AVERAGE AUDIENCE (Households (000) & %)					12,710 15.6	13,200 16.2	13.4*	17.0*	16.8*	17.1*	16.4	17.2	17.0	17.5	16.6*					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 15.7	25 15.6	20 *	26 *	26 *	28 *	28 *	28 *	28 *	28 *	28 *	28 *				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					24,690 30.3					18,340 22.5	15,650 19.2	16,790 20.6								
	NBC TV					REAL PEOPLE (OP)				FACTS OF LIFE				LOVE, SIDNEY (OP)				QUINCY, M.E.			
	AVERAGE AUDIENCE (Households (000) & %)					18,990 23.3	21.9*	24.8*	16,380 20.1	14,260 17.5	13,690 16.8	16.5*	17.2*								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					35 21.0	33 *	37 *	31 19.7	27 20.4	28 17.6	27 *	27 *	27 *	27 *	27 *	27 *				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,120 21.0					22,580 27.7	20,620 25.3									
	ABC TV					GREATEST AMERICAN HERO				FALL GUY (OP)				DYNASTY							
	AVERAGE AUDIENCE (Households (000) & %)					13,690 16.8	16.0*	17.7*	17,770 21.8	20.4*	23.2*	17,360 21.3	21.5*	21.2*							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 15.9	25 *	27 *	33 19.9	31 *	35 *	35 21.3	35 *	35 *	36 *	36 *	36 *				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,570 19.1	12,630 15.5				16,630 20.4										
	CBS TV					WKRP IN CINCINNATI				TWO OF US (OP)				CBS WEDNESDAY NIGHT MOVIE LOIS GIBBS AND THE LOVE CANAL							
	AVERAGE AUDIENCE (Households (000) & %)					13,770 16.9	11,490 14.1	11.6*	10,190 12.5	11.6*	13.0*	13.2*	12.1*								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 16.8	21 17.1	20 *	20 11.5	18 *	20 *	21 *	21 *	21 *	21 *	21 *	21 *				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					20,780 25.5					18,830 23.1	15,160 18.6	17,360 21.3								
	NBC TV					REAL PEOPLE (OP)				FACTS OF LIFE				LOVE, SIDNEY (SUS-OP)				QUINCY, M.E.			
	AVERAGE AUDIENCE (Households (000) & %)					16,790 20.6	19.4*	21.8*	17,280 21.2	13,860 17.0	14,260 17.5	17.5*	17.5*	17.5*							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 18.4	30 *	33 *	32 21.1	26 21.4	29 17.5	28 *	28 *	28 *	30 *	30 *	30 *				
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	63.7	63.9	64.3	65.5	67.0	67.5	67.5	67.4	65.5	65.2	65.1	65.1	62.2	61.1	60.6				
		WK. 2	62.1	63.0	63.2	64.0	63.5	65.1	65.7	65.8	65.3	66.9	65.9	65.2	62.0	61.3	58.8				
U.S. TV Households: 81,500,000																	57.9				

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{					12,470 15.3		11,900 14.6		14,590 17.9		14,510 17.8		17,280 21.2		20/20	
	ABC TV						MORK & MINDY		BOSOM BUDDIES		BARNEY MILLER		TAXI (OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{					10,600 13.0		10,680 13.1		13,200 16.2		13,280 16.3		13,770 16.9	17.5*		16.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					21 12.6	13.5	20 13.1	13.1	25 15.8	16.6	25 16.3	16.3	28 17.4	28 *	16.8	28 *
E K 2	TOTAL AUDIENCE (Households (000) & %)	{					23,150 28.4				17,200 21.1				15,000 18.4		NURSE	
	CBS TV						MAGNUM, P.I. (OP)				KNOTS LANDING							
	AVERAGE AUDIENCE (Households (000) & %)	{					19,070 23.4	22.6*		24.2*	14,100 17.3	17.3*		17.4*	12,710 15.6	15.6*		15.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					37 21.7	36 *	37 *	24.0	27 17.5	27 *	27 *	27 *	26 15.3	25 *	15.8	26 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					15,080 18.5				16,950 20.8		16,460 20.2		20,540 25.2		HILL STREET BLUES	
	NBC TV						FAME (OP)				DIFF'RENT STROKES		GIMME A BREAK (SUS-OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{					11,330 13.9	13.4*		14.4*	15,000 18.4	18.5	15,080 18.5		16,790 20.6	20.7*		20.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					22 13.7	21 *	22 *	14.6	28 17.8	29 18.9	29 18.2	18.8	34 20.5	33 *	20.8	35 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					11,330 13.9		11,490 14.1		14,340 17.6		14,670 18.0		17,520 21.5		20/20	
	ABC TV						MORK & MINDY		BOSOM BUDDIES		BARNEY MILLER		TAXI (OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{					10,110 12.4		10,430 12.8		12,880 15.8		13,120 16.1		14,020 17.2	17.3*		17.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					20 12.0	12.8	20 12.6	13.0	25 15.4	25 16.1	25 15.9	16.4	29 17.1	29 *	17.4	30 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					23,880 29.3				16,950 20.8				13,200 16.2		NURSE	
	CBS TV						MAGNUM, P.I. (OP)				KNOTS LANDING							
	AVERAGE AUDIENCE (Households (000) & %)	{					19,400 23.8	22.8*		24.7*	13,450 16.5	16.4*		16.5*	11,000 13.5	13.4*		13.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					37 22.3	36 *	38 *	24.4	26 16.4	26 *	26 *	26 *	23 13.3	22 *	13.9	24 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					14,670 18.0				16,220 19.9		15,160 18.6		18,750 23.0		HILL STREET BLUES	
	NBC TV						FAME (OP)				DIFF'RENT STROKES		GIMME A BREAK (OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{					11,170 13.7	13.6*		13.9*	14,430 17.7	16.8	13,690 16.8		14,750 18.1	17.9*		18.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					21 13.4	22 *	22 *	14.0	28 17.2	26 18.2	26 16.8	16.7	31 17.9	30 *	18.5	32 *
TV HOUSEHOLDS USING TV		WK. 1	60.0	62.0	62.2	62.9	62.7	63.1	64.2	65.2	64.6	64.9	64.6	64.4	63.0	62.8	60.8	57.7
(See Def. 1)		WK. 2	59.4	61.0	61.6	62.1	62.3	64.1	64.3	64.7	63.8	64.4	63.7	63.3	60.0	59.5	58.6	56.5

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					11,980 14.7		9,290 11.4		7,740 9.5		7,660 9.4		12,630 15.5			
	ABC TV						BENSON		OPEN ALL NIGHT		BEST OF THE WEST		MAKING A LIVING (OP)		STRIKE FORCE			
	AVERAGE AUDIENCE (Households (000) & %)	{					10,920 13.4		8,150 10.0		6,760 8.3		6,930 8.5		9,940 12.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					22 13.3		16 13.5		13 10.3		14 8.2		22 11.7		11.9* 12.1	12.6* 12.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					24,690 30.3				26,080 32.0				20,130 24.7			
	CBS TV								DUKES OF HAZZARD (OP)				DALLAS		FALCON CREST			
	AVERAGE AUDIENCE (Households (000) & %)	{					19,560 24.0		22.3*		22,410 27.5		27.5*		17,280 21.2		21.4*	21.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					40 21.4		37* 23.1		44 27.4		45* 27.5		39 21.8		39* 21.0	40* 21.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					11,820 14.5				12,140 14.9				10,110 12.4			
	NBC TV								NBC MAGAZINE (OP)				MCCLAIN'S LAW (OP)		CASSIE AND COMPANY			
	AVERAGE AUDIENCE (Households (000) & %)	{					8,720 10.7		10.7*		9,620 11.8		11.5*		7,990 9.8		10.1*	9.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					18 10.8		18* 10.6		19 11.3		20* 11.8		18 10.4		18* 9.8	18* 9.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					13,450 16.5		9,540 11.7		7,420 9.1		6,850 8.4		15,000 18.4			
	ABC TV						BENSON		OPEN ALL NIGHT		BEST OF THE WEST		MAKING A LIVING (OP)		STRIKE FORCE			
	AVERAGE AUDIENCE (Households (000) & %)	{					11,820 14.5		8,560 10.5		6,850 8.4		6,360 7.8		12,390 15.2		14.3*	16.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					24 14.4		17 14.6		13 8.3		13 8.6		26 13.5		24* 15.0	28* 16.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					23,060 28.3				27,870 34.2				23,390 28.7			
	CBS TV								DUKES OF HAZZARD (OP)				DALLAS		FALCON CREST			
	AVERAGE AUDIENCE (Households (000) & %)	{					18,500 22.7		20.7*		24,370 29.9		29.5*		20,540 25.2		25.5*	24.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					37 19.8		34* 21.6		48 29.2		47* 29.8		49* 25.7		43* 25.3	43* 25.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,470 15.3				11,740 14.4				8,800 10.8			
	NBC TV								NBC MAGAZINE (OP)				MCCLAIN'S LAW (BUS-OP)		CASSIE AND COMPANY			
	AVERAGE AUDIENCE (Households (000) & %)	{					9,050 11.1		10.9*		10,190 12.5		11.8*		6,520 8.0		8.2*	7.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					18 11.0		18* 10.8		20 11.3		19* 12.4		21* 13.1		14* 8.4	14* 8.1
TV HOUSEHOLDS USING TV			WK. 1	56.9	57.3	57.1	58.7	59.6	60.3	60.6	61.4	61.8	62.4	61.9	61.3	56.2	54.7	53.6
(See Def. 1)			WK. 2	56.6	57.6	56.9	57.8	59.7	60.5	60.6	61.5	62.3	62.7	62.4	62.2	59.2	58.4	58.4
U.S. TV Households: 81,500,000																		

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. FEB.13, 1982

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						14,670 18.0				17,850 21.9				17,280 21.2			
	ABC TV						KING'S CROSSING (OP)				LOVE BOAT (OP)				FANTASY ISLAND			
	AVERAGE AUDIENCE (Households (000) & %)						11,000 13.5	12.9*		14.0*	14,670 18.0	17.5*		18.6*	14,100 17.3	17.2*		17.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 12.2	23 *		24 *	31 16.9	30 *		32 *	32 17.0	31 *		33 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						20,620 25.3				18,500 22.7							
	CBS TV						WALT DISNEY A DISNEY VALENTINE(OP)				CBS SAT. NIGHT MOVIE THE PARENT TRAP(R)							
	AVERAGE AUDIENCE (Households (000) & %)						14,590 17.9	16.5*		19.3*	13,610 16.7	15.3*		15.2*		17.6*		18.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						31 16.3	29 *		33 *	30 15.3	26 *		26 *		32 *		35 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						10,350 12.7		9,050 11.1		13,040 16.0				10,270 12.6			
	NBC TV						BERENSTAIN- VALENTINE		ONE OF THE BOYS (OP)		BARBARA MANDRELL (SUS-OP)				BILLY CRYSTAL COMEDY HOUR			
	AVERAGE AUDIENCE (Households (000) & %)						8,390 10.3		7,660 9.4		10,760 13.2	13.4*		13.1*	6,930 8.5	9.0*		8.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						18 11.0		16 9.5		23 13.4	23 *		23 *	16 9.5	16 *		15 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,980 14.7				20,860 25.6				19,480 23.9			
	ABC TV						KING'S CROSSING (OP)				LOVE BOAT (OP)				FANTASY ISLAND			
	AVERAGE AUDIENCE (Households (000) & %)						9,290 11.4	11.2*		11.7*	17,280 21.2	20.4*		22.0*	15,730 19.3	19.1*		19.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						19 11.0	19 *		20 *	35 19.7	34 *		36 *	35 19.2	34 *		36 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						19,970 24.5				18,580 22.8							
	CBS TV						WALT DISNEY BEYOND WITCH MOUNTAIN(OP)				CBS SAT. NIGHT MOVIE THE GREAT SANTINI (9:00-11:23PM)							
	AVERAGE AUDIENCE (Households (000) & %)						15,490 19.0	18.8*		19.1*	10,510 12.9	12.9*		11.9*		12.6*		13.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						32 18.5	32 *		32 *	23 13.3	21 *		20 *		23 *		25 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,690 16.8		11,740 14.4		14,910 18.3				11,650 14.3			
	NBC TV						ONE OF THE BOYS		HARPER VALLEY (OP)		BARBARA MANDRELL (OP)				BILLY CRYSTAL COMEDY HOUR			
	AVERAGE AUDIENCE (Households (000) & %)						11,740 14.4		10,920 13.4		12,140 14.9	14.4*		15.4*	8,640 10.6	11.1*		10.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						24 14.5		22 14.2		25 14.0	24 *		25 *	19 11.5	20 *		19 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	54.8	56.3	56.5	56.8	56.6	57.5	57.8	58.2	58.0	57.9	57.2	57.7	55.6	54.8	53.3	52.2
		WK. 2	55.8	57.0	57.2	58.1	58.7	59.6	59.5	60.2	60.4	61.0	61.0	59.7	56.0	55.2	53.9	53.4

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

EVE.SAT. FEB.20, 1982

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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1

TOTAL AUDIENCE { 5,620
(Households (000) & %) { 6.9
ABC TV ABC WEEKEND REPORT-SAT.
AVERAGE AUDIENCE { 5,300
(Households (000) & %) { 6.5
SHARE OF AUDIENCE % 14
AVG. AUD. BY ¼ HR. % 6.5

TOTAL AUDIENCE {
(Households (000) & %) {
CBS TV
AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

1 TOTAL AUDIENCE { 11,170
(Households (000) & %) { 13.7
NBC TV
AVERAGE AUDIENCE { 6,360
(Households (000) & %) { 7.8 8.3* 7.6* 7.1*
SHARE OF AUDIENCE % 23 22* 24* 26*
AVG. AUD. BY ¼ HR. % 8.4 8.2 8.0 7.3 7.3 6.8

TWILIGHT THEATRE
(11:30-12:50AM)
(SUSTAINING 12:50-1:00AM)

W
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2

TOTAL AUDIENCE { 4,970
(Households (000) & %) { 6.1
ABC TV ABC WEEKEND REPORT-SAT.
AVERAGE AUDIENCE { 4,650
(Households (000) & %) { 5.7
SHARE OF AUDIENCE % 12
AVG. AUD. BY ¼ HR. % 5.7

TOTAL AUDIENCE {
(Households (000) & %) {
CBS TV CBS SAT. NIGHT MOVIE
THE GREAT SANTINI
(9:00-11:23PM)
AVERAGE AUDIENCE { 14.2*
(Households (000) & %) {
SHARE OF AUDIENCE % 29*
AVG. AUD. BY ¼ HR. % 14.9 12.8

2 TOTAL AUDIENCE { 11,330
(Households (000) & %) { 13.9
NBC TV
AVERAGE AUDIENCE { 6,600
(Households (000) & %) { 8.1 8.5* 8.2*
SHARE OF AUDIENCE % 24 21* 25*
AVG. AUD. BY ¼ HR. % 8.3 8.7 8.4 8.0 7.4 6.4

SATURDAY NIGHT
(11:30-12:48AM)
(SUSTAINING 12:48-1:00AM)

TV HOUSEHOLDS USING TV	WK. 1	48.8	44.9	39.6	36.3	33.3	30.9	28.2	26.3	23.7	21.4	18.6	17.3	16.1	14.5	12.5	10.9
(See Def. 1)	WK. 2	50.7	46.0	41.9	37.7	33.8	31.3	28.5	25.4	22.4	20.9	18.5	16.1	13.8	12.1	10.5	9.4

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 12,800 15.7				{ 25,840 31.7						{ 16,540 20.3						
	ABC TV		CODE RED (OP)						ABC SUNDAY NIGHT MOVIE SMOKEY AND THE BANDIT(R)(OP)						TODAY'S FBI				
	AVERAGE AUDIENCE (Households (000) & %)		{ 9,780 12.0		{ 17,200 21.1		{ 13,280 16.3												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 20 10.2		{ 32 17.6		{ 27 15.2		{ 33 22.3		{ 34 22.4		{ 25 15.4		{ 17.4		{ 17.3 17.2		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 24,120 29.6		{ 30,320 37.2										{ 15,080 18.5				
	CBS TV		60 MINUTES						ROCKY II (OP)						ALICE				
	AVERAGE AUDIENCE (Households (000) & %)		{ 19,970 24.5		{ 17,770 21.8		{ 13,450 16.5												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 40 22.6		{ 33 21.4		{ 29 16.5		{ 31 20.9		{ 32 21.3		{ 32 20.9		{ 40 23.4		{ 29 16.5		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 12,230 15.0		{ 15,000 18.4		{ 19,970 24.5												
	NBC TV		DOUG HENNING'S WRLD-MAGIC				CHIPS (OP)				NBC SUNDAY NIGHT MOVIE GOING IN STYLE(OP)								
	AVERAGE AUDIENCE (Households (000) & %)		{ 9,130 11.2		{ 11,570 14.2		{ 12,060 14.8												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 18 9.6		{ 22 13.4		{ 23 13.0		{ 22 14.7		{ 20 13.3		{ 20 14.7		{ 24 15.1		{ 30 17.9		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 16,540 20.3		{ 16,540 20.3		{ 23,550 28.9												
	ABC TV		CODE RED				TODAY'S FBI (OP)				ABC SUNDAY NIGHT MOVIE AND JUSTICE FOR ALL(OP) (9:00-11:24PM) (SUSTAINING 11:24-11:29PM)								
	AVERAGE AUDIENCE (Households (000) & %)		{ 12,390 15.2		{ 13,450 16.5		{ 15,570 19.1												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 24 12.9		{ 25 16.6		{ 30 19.1		{ 25 17.0		{ 28 19.5		{ 27 18.9		{ 29 19.4		{ 30 19.0		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 27,870 34.2		{ 19,800 24.3		{ 19,400 23.8		{ 20,130 24.7		{ 19,890 24.4		{ 18,500 22.7						
	CBS TV		60 MINUTES		ARCHIE BUNKER'S PLACE		ONE DAY AT A TIME (OP)		ALICE		JEFFERSONS		TRAPPER JOHN, M.D.						
	AVERAGE AUDIENCE (Households (000) & %)		{ 22,580 27.7		{ 18,010 22.1		{ 18,090 22.2		{ 18,580 22.8		{ 18,170 22.3		{ 15,650 19.2		{ 19.7 19.7		{ 18.7 18.7		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 44 25.4		{ 34 21.9		{ 33 21.9		{ 33 22.6		{ 32 23.0		{ 30 19.9		{ 30 19.5		{ 30 18.9		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 6,600 8.1		{ 16,060 19.7		{ 20,620 25.3												
	NBC TV		PEACOCK SHOWCASE				CHIPS (OP)				NBC SUNDAY NIGHT MOVIE THE CAPTURE OF GRIZZLY ADAMS(SUS-OP)								
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,670 4.5		{ 12,710 15.6		{ 15,810 19.4												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 7 5.6		{ 24 13.1		{ 22 15.2		{ 25 17.1		{ 26 18.1		{ 28 19.1		{ 30 19.5		{ 32 20.7		
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	57.3	59.8	62.0	63.3	63.6	64.7	65.8	66.8	66.7	67.3	67.0	66.4	62.9	60.7	58.1	57.5
			WK. 2	59.7	61.9	63.4	64.4	64.1	66.1	66.5	67.3	68.5	69.0	68.9	69.3	66.7	65.4	63.8	61.7
U.S. TV Households: 81,500,000																			

U.S. TV Households: 81,500,000

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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1

TOTAL AUDIENCE { 4,160
(Households (000) & %) { 5.1
ABC TV
ABC WEEKEND REPORT-SUN.
AVERAGE AUDIENCE { 4,160
(Households (000) & %) { 5.1
SHARE OF AUDIENCE % 10
AVG. AUD. BY ¼ HR. % 5.1

TOTAL AUDIENCE { 4,970
(Households (000) & %) { 6.1
CBS TV
CBS SUNDAY NEWS-050000
AVERAGE AUDIENCE { 4,730
(Households (000) & %) { 5.8
SHARE OF AUDIENCE % 12
AVG. AUD. BY ¼ HR. % 5.8

1
TOTAL AUDIENCE { 2,770
(Households (000) & %) { 3.4
NBC TV
NBC LATE NIGHT MOVIE
THE MUNSTER'S REVENGE(R)
(11:30-1:31AM)
AVERAGE AUDIENCE { 1,550
(Households (000) & %) { 1.9 2.1* 2.0* 2.1* 1.5*
SHARE OF AUDIENCE % 8 6* 7* 9* 9*
AVG. AUD. BY ¼ HR. % 2.1 2.1 1.9 2.0 2.2 2.1 1.7 1.4 1.4

TOTAL AUDIENCE { 4,320
(Households (000) & %) { 5.3
ABC TV (1)
ABC WEEKEND REPORT-SUN.
AVERAGE AUDIENCE { 4,400
(Households (000) & %) { 5.4
SHARE OF AUDIENCE % 19.2*
AVG. AUD. BY ¼ HR. % 36*
19.2 19.4 5.4

W
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2

TOTAL AUDIENCE { 6,520
(Households (000) & %) { 8.0
CBS TV
CBS SUNDAY NEWS-050000
AVERAGE AUDIENCE { 6,280
(Households (000) & %) { 7.7
SHARE OF AUDIENCE % 14
AVG. AUD. BY ¼ HR. % 7.7

2
TOTAL AUDIENCE { 3,590
(Households (000) & %) { 4.4
NBC TV
NBC LATE NIGHT MOVIE
SILVER BEARS(R)
(11:30-1:30AM)
AVERAGE AUDIENCE { 1,710
(Households (000) & %) { 2.1 2.7* 2.2* 1.9* 1.7*
SHARE OF AUDIENCE % 9 8* 9* 10* 11*
AVG. AUD. BY ¼ HR. % 2.7 2.7 2.4 2.1 1.9 1.9 1.8 1.5

TV HOUSEHOLDS USING TV	WK. 1	51.2	45.7	37.1	32.2	28.5	25.6	23.5	20.8	18.5	16.2	14.1	11.6	9.2	8.2	7.3	6.6
(See Def. 1)	WK. 2	55.2	49.3	37.5	32.1	27.4	23.8	20.1	17.7	16.0	14.1	11.8	10.2	8.4	7.0	5.7	4.7
U.S. TV Households: 81 500 000																	

U.S. TV Households: 81,500,000

(1) ABC SUNDAY NIGHT MOVIE, AND JUSTICE FOR ALL, ABC, (9:00-11:24PM)(SUSTAINING 11:24-11:29PM)

For explanation of symbols, See page A.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %) { 6,110 7.5 5,620 6.9 — GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) — GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) — AVERAGE AUDIENCE (Households (000) & %) { 4,730 5.8 4,890 6.0 SHARE OF AUDIENCE % 29 27 AVG. AUD. BY ¼ HR. % 5.8 5.8 5.8 6.1																
CBS TV TOTAL AUDIENCE (Households (000) & %) { 5,220 6.4 3,830 4.7 5,460 6.7 — MORNING-KURALT & SAWYER — ONE DAY AT A TIME-M-F (M)WTHF (S)(OP) ALICE W.F. AVERAGE AUDIENCE (Households (000) & %) { 2,040 2.5 1.8* 2.4* 2.6* 3.0* 3,340 4.1 4,810 5.9 SHARE OF AUDIENCE % 13 11* 12* 12* 14* 19 26 AVG. AUD. BY ¼ HR. % 1.6 2.1 2.3 2.5 2.6 2.6 2.8 3.2 3.8 4.4 5.5 5.1																
NBC TV TOTAL AUDIENCE (Households (000) & %) { 5,220 6.4 5,050 6.2 2,360 2.9 3,500 4.3 — TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) — TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) — REGIS. PHILBIN SHOW BLOCKBUSTERS AVERAGE AUDIENCE (Households (000) & %) { 4,240 5.2 4,240 5.2 1,960 2.4 2,930 3.6 SHARE OF AUDIENCE % 26 24 21 16 AVG. AUD. BY ¼ HR. % 5.3 5.2 5.3 5.1 2.3 2.5 3.5 3.8																
ABC TV TOTAL AUDIENCE (Households (000) & %) { 5,870 7.2 5,620 6.9 — GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) — GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) — AVERAGE AUDIENCE (Households (000) & %) { 4,560 5.6 4,730 5.8 SHARE OF AUDIENCE % 30 27 AVG. AUD. BY ¼ HR. % 5.5 5.7 5.9 5.8																
CBS TV TOTAL AUDIENCE (Households (000) & %) { 4,970 6.1 4,480 5.5 5,540 6.8 — MORNING-KURALT & SAWYER — ONE DAY AT A TIME-M-F ALICE W.F. AVERAGE AUDIENCE (Households (000) & %) { 1,960 2.4 1.7* 2.3* 2.7* 2.9* 3,670 4.5 4,730 5.8 SHARE OF AUDIENCE % 13 12* 12* 13* 14* 21 26 AVG. AUD. BY ¼ HR. % 1.5 1.9 2.2 2.4 2.6 2.7 2.8 3.0 4.1 4.8 5.5 6.0																
NBC TV TOTAL AUDIENCE (Households (000) & %) { 4,890 6.0 4,560 5.6 2,530 3.1 3,500 4.3 — TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) — TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) — REGIS. PHILBIN SHOW BLOCKBUSTERS AVERAGE AUDIENCE (Households (000) & %) { 3,910 4.8 3,750 4.6 2,040 2.5 2,930 3.6 SHARE OF AUDIENCE % 26 21 11 16 AVG. AUD. BY ¼ HR. % 4.9 4.7 4.7 4.5 2.5 2.4 3.4 3.7																
TV HOUSEHOLDS USING TV WK. 1 (See Def. 1) WK. 2 10.9 13.8 16.2 17.6 19.3 20.4 21.1 21.6 21.7 22.0 22.0 22.2 21.5 22.1 22.3 22.9 9.6 12.2 14.9 16.9 18.7 20.4 21.0 21.4 21.6 22.0 22.0 22.2 21.8 22.4 22.2 23.1																

U.S. TV Households: 81,500,000

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 7,340 9.0		{ 7,170 8.8		{ 6,600 8.1		{ 9,780 12.0		{ 9,540 11.7		{ 9,540 11.7		{ 9,540 11.7		{ 9,540 11.7	
	ABC TV	LOVE BOAT DAYTIME		FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE (SUS-OP)		ONE LIFE TO LIVE (SUS-OP)		ONE LIFE TO LIVE (SUS-OP)		ONE LIFE TO LIVE (SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,130 6.3		{ 6,110 7.5		{ 5,620 6.9		{ 7,420 9.1		{ 7,250 8.9		{ 7,250 8.9		{ 7,250 8.9		{ 7,250 8.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	26	5.8*	25 *	6.8*	27	7.3	24	8.6*	31 *	8.8*	31 *	8.8*	31 *	8.8*	31 *	9.1*
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,520 8.0		{ 7,340 9.0		{ 8,480 10.4		{ 8,480 10.4		{ 8,480 10.4		{ 8,480 10.4		{ 8,480 10.4		{ 6,680 8.2	
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		SEARCH FOR TOMORROW		SEARCH FOR TOMORROW		SEARCH FOR TOMORROW		SEARCH FOR TOMORROW	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,620 6.9		{ 6,520 8.0		{ 6,360 7.8		{ 6,600 8.1*		{ 6,600 8.1		{ 6,600 8.1		{ 6,600 8.1		{ 6,030 7.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	30	7.2	33	8.1	28	7.3	29 *	8.1*	26	7.7*	25 *	7.8	25 *	7.8	25 *	7.4
E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 5,220 6.4		{ 4,080 5.0		{ 3,260 4.0		{ 3,260 4.0		{ 6,190 7.6		{ 4,890 6.0		{ 4,890 6.0		{ 4,890 6.0	
	NBC TV	WHEEL OF FORTUNE		BATTLESTARS		PASSWORD PLUS		DOCTORS		DAYS OF OUR LIVES		ANOTHER WORLD		ANOTHER WORLD		ANOTHER WORLD	
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,400 5.4		{ 3,750 4.6		{ 2,770 3.4		{ 2,770 3.4		{ 4,650 5.7		{ 3,830 4.7		{ 3,830 4.7		{ 3,830 4.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	23	5.4	19	4.7	12	3.3	12	3.5	18	5.6*	19 *	5.8*	16 *	4.9*	16 *	4.6*
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 7,340 9.0		{ 7,740 9.5		{ 7,420 9.1		{ 10,350 12.7		{ 9,700 11.9		{ 9,700 11.9		{ 9,700 11.9		{ 9,700 11.9	
	ABC TV	LOVE BOAT DAYTIME		FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE (SUS-OP)		ONE LIFE TO LIVE (SUS-OP)		ONE LIFE TO LIVE (SUS-OP)		ONE LIFE TO LIVE (SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,380 6.6		{ 6,680 8.2		{ 6,190 7.6		{ 8,150 10.0		{ 7,340 9.0		{ 7,340 9.0		{ 7,340 9.0		{ 7,340 9.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	27	6.1*	26 *	7.0*	28	7.9	32	9.7*	31 *	10.3*	33 *	10.1	30	8.8	30	8.8
E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 6,280 7.7		{ 7,580 9.3		{ 8,150 10.0		{ 8,150 10.0		{ 8,150 10.0		{ 8,150 10.0		{ 8,150 10.0		{ 6,520 8.0	
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS (SUS-OP)(OP)		SEARCH FOR TOMORROW (MTUWF)(OP)		SEARCH FOR TOMORROW (MTUWF)(OP)		SEARCH FOR TOMORROW (MTUWF)(OP)		SEARCH FOR TOMORROW (MTUWF)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,460 6.7		{ 6,600 8.1		{ 6,030 7.4		{ 6,360 7.8		{ 5,870 7.2		{ 5,870 7.2		{ 5,870 7.2		{ 5,870 7.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	29	6.5	32	8.3	26	7.3	26 *	7.5*	25	7.3*	24 *	7.5	24 *	7.5	27 *	7.2
E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 4,970 6.1		{ 4,480 5.5		{ 3,340 4.1		{ 3,340 4.1		{ 5,950 7.3		{ 4,890 6.0		{ 4,890 6.0		{ 4,890 6.0	
	NBC TV	WHEEL OF FORTUNE		BATTLESTARS		PASSWORD PLUS		DOCTORS		DAYS OF OUR LIVES		ANOTHER WORLD (SUS-OP)(OP)		ANOTHER WORLD (SUS-OP)(OP)		ANOTHER WORLD (SUS-OP)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,400 5.4		{ 3,910 4.8		{ 2,930 3.6		{ 2,770 3.4		{ 4,400 5.4		{ 3,990 4.9		{ 3,990 4.9		{ 3,990 4.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	23	5.3	19	4.9	13	3.5	12	3.6	17	5.5*	18 *	5.4*	16 *	4.9	16 *	4.9
TV HOUSEHOLDS USING TV WK. 1		23.4	23.9	24.5	25.9	27.8	29.1	28.1	28.8	29.7	30.4	30.1	30.4	30.0	30.2	29.8	30.1
(See Def. 1) WK. 2		23.7	24.4	24.9	26.4	28.9	30.4	28.8	29.2	30.0	30.8	30.3	30.5	30.0	30.7	30.5	30.7
U.S. TV Households 81,500,000																	

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 11,410 14.0		GENERAL HOSPITAL (SUS-OP)		5,220 6.4		EDGE OF NIGHT (S)(OP)		11,740 14.4		ABC WORLD NEWS TONIGHT							
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,970 11.0		10.4*		11.5*		5.4		10,190 12.5									
	SHARE OF AUDIENCE %		{ 33		33 *		34 *		15		21									
	AVG. AUD. BY ¼ HR.		{ 10.2		10.6		11.3		11.6		5.6		5.2							
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 8,560 10.5		GUIDING LIGHT (OP)		2,850 3.5		TATTLETALES		13,450 16.5		CBS EVENING NEWS- RATHER							
	AVERAGE AUDIENCE (Households (000) & %)		{ 7,010 8.6		8.5*		8.7*		3.0		11,900 14.6									
	SHARE OF AUDIENCE %		{ 26		27 *		25 *		9		24									
	AVG. AUD. BY ¼ HR.		{ 8.3		8.7		8.8		8.6		3.0		3.1							
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		{ 4,320 5.3		TEXAS						11,980 14.7		NBC NIGHTLY NEWS							
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,100 3.8		3.5*		4.1*				10,760 13.2									
	SHARE OF AUDIENCE %		{ 12		11 *		12 *				22									
	AVG. AUD. BY ¼ HR.		{ 3.5		3.6		3.9		4.2		13.0		13.3							
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		{ 11,330 13.9		GENERAL HOSPITAL (SUS-OP)(OP)(+OP)		4,890 6.0		EDGE OF NIGHT (MTWTF)(OP)		10,840 13.3		ABC WORLD NEWS TONIGHT							
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,720 10.7				4,160 5.1				9,700 11.9									
	SHARE OF AUDIENCE %		{ 33				15				20									
	AVG. AUD. BY ¼ HR.		{ 10.3				5.2		4.9		11.6		12.1							
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		{ 8,390 10.3		GUIDING LIGHT (OP)		2,850 3.5		TATTLETALES		13,370 16.4		CBS EVENING NEWS- RATHER							
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,930 8.5		8.3*		8.6*		2.9		11,980 14.7									
	SHARE OF AUDIENCE %		{ 27		27 *		26 *		8		25									
	AVG. AUD. BY ¼ HR.		{ 8.2		8.5		8.7		8.6		2.8		3.1							
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		{ 4,160 5.1		TEXAS						12,310 15.1		NBC NIGHTLY NEWS							
	AVERAGE AUDIENCE (Households (000) & %)		{ 2,930 3.6		3.6*		3.6*				10,840 13.3									
	SHARE OF AUDIENCE %		{ 11		12 *		11 *				23									
	AVG. AUD. BY ¼ HR.		{ 3.6		3.6		3.5		3.7		12.9		13.8							
TV HOUSEHOLDS USING TV WK. 1 WK. 2																				
(See Def. 1)																				
U.S. TV Households: 81,500,000																				

U.S. TV Households: 81,500,000

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					3,830 4.7		3,750 4.6		3,670 4.5		5,790 7.1		5,540 6.8		5,620 6.9		
	ABC TV					SUPERFRIENDS (OP)		THUNDARR THE BARBARIAN (OP)		GOLDIE GOLD/ ACTION JACK (OP)		LAVERNE AND SHIRLEY		RICHIE RICH/ SCOOBY DOO-1		RICHIE RICH/ SCOOBY DOO-2 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					3,020 3.7		3,180 3.9		3,100 3.8		4,730 5.8		4,400 5.4		4,890 6.0		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 3.5		20 3.9		17 3.8		25 4.0		23 5.8		24 5.9		
E E K 2	TOTAL AUDIENCE (Households (000) & %)					3,020 3.7		3,750 4.6		3,750 4.6		6,030 7.4		7,420 9.1		7,820 9.6		
	CBS TV					POPEYE/OLIVE COMEDY SHOW (OP)		TARZAN/L. RANGER/ ZORRO HR1 (OP)		TARZAN/L. RANGER/ ZORRO HR2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					2,360 2.9		2,930 3.6		3,100 3.8		4,810 5.9		6,600 8.1		6,850 8.4		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 2.5		19 3.2		17 3.5		25 3.9		32 7.9		31 8.2		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					2,850 3.5		6,520 8.0		9,210 11.3		5,950 7.3		5,870 7.2		6,030 7.4		
	NBC TV					FLINTSTONE'S COMEDY SHW2 (OP)		SNURFS I		SNURFS II (OP)		KID SUPER POWER I		KID SUPER POWER II (OP)		SPIDER-MAN & FRIENDS		
	AVERAGE AUDIENCE (Households (000) & %)					2,200 2.7		5,380 6.6		7,660 9.4		4,970 6.1		4,810 5.9		5,220 6.4		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 2.0		36 3.4		44 5.9		27 9.6		24 6.3		24 6.0		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					3,670 4.5		4,560 5.6		4,650 5.7		5,710 7.0		5,620 6.9		6,360 7.8		
	ABC TV					SUPERFRIENDS (OP)		THUNDARR THE BARBARIAN (OP)		GOLDIE GOLD/ ACTION JACK (OP)		LAVERNE AND SHIRLEY		RICHIE RICH/ SCOOBY DOO-1		RICHIE RICH/ SCOOBY DOO-2 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					3,020 3.7		3,670 4.5		3,750 4.6		5,130 6.3		4,810 5.9		5,540 6.8		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 3.4		22 4.0		20 4.3		26 5.0		25 6.3		27 6.2		
E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,930 3.6		3,910 4.8		4,560 5.6		6,110 7.5		7,580 9.3		7,990 9.8		
	CBS TV					POPEYE/OLIVE COMEDY SHOW (OP)		TARZAN/L. RANGER/ ZORRO HR1 (OP)		TARZAN/L. RANGER/ ZORRO HR2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					2,360 2.9		3,100 3.8		3,830 4.7		4,970 6.1		6,030 7.4		7,090 8.7		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 2.7		20 3.2		21 3.3		26 4.2		30 6.0		33 6.1		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					2,850 3.5		6,440 7.9		8,560 10.5		6,440 7.9		5,790 7.1		5,130 6.3		
	NBC TV					FLINTSTONE'S COMEDY SHW2 (OP)		SNURFS I		SNURFS II (OP)		KID SUPER POWER I		KID SUPER POWER II (OP)		SPIDER-MAN & FRIENDS		
	AVERAGE AUDIENCE (Households (000) & %)					2,280 2.8		5,380 6.6		7,420 9.1		5,620 6.9		4,890 6.0		4,400 5.4		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 2.2		36 3.4		41 6.1		29 9.4		29 7.4		21 6.4		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	6.4	7.9	9.4	11.4	13.3	16.4	17.9	19.6	21.4	22.6	22.9	23.7	24.8	25.7	26.2	27.3
		WK. 2	5.0	6.0	7.5	10.2	14.2	16.6	18.0	20.2	22.0	23.1	24.0	23.7	24.5	25.6	26.3	27.0
U.S. TV Households: 81,500,000																		

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB. 13, 1982

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,950 7.3		{ 6,360 7.8		{ 6,850 8.4		{ 7,910 9.7		— AMERICAN BANDSTAND '82 —											
	ABC TV	FONZ AND HAPPY DAYS GANG		HEATHCLIFF & MARMADUKE		ABC WEEKEND SPECIALS SCRUFFY, PART 1															
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,220 6.4		{ 5,220 6.4		{ 5,710 7.0		{ 4,480 5.5		{ 5.3*		{ 5.7*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 24 6.3		{ 23 6.6		{ 23 6.4		{ 17 7.6		{ 17* 5.3		{ 17* 5.5									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,910 9.7		{ 5,790 7.1		{ 4,560 5.6		{ 6,030 7.4		{ 6,520 8.0		{ 4,560 5.6									
	CBS TV	BUGS BUNNY/ROAD RUNNER 4 (OP)		BLACKSTAR (OP)		TROLLKINS (OP)		TOM AND JERRY COMEDY SHOW (OP)		KWICKY KOALA SHOW (OP)		30 MINUTES									
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,850 8.4		{ 4,970 6.1		{ 3,670 4.5		{ 5,220 6.4		{ 5,130 6.3		{ 3,830 4.7									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 31 8.4		{ 21 6.2		{ 15 6.0		{ 20 4.8		{ 19 6.3		{ 14 4.7									
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 4,730 5.8		{ 4,560 5.6		{ 4,320 5.3		{ 3,100 3.8		{ 11,170 13.7		— NCAA BASKETBALL-REG'L VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST (-OP) —									
	NBC TV	SPACE STARS I		SPACE STARS II (OP)		DAFFY/SPEEDY SHOW (OP)		BULLWINKLE													
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,910 4.8		{ 3,750 4.6		{ 3,500 4.3		{ 2,530 3.1		{ 5,050 6.2		{ 5.3*		{ 5.8*		{ 6.4*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 17 4.9		{ 16 4.8		{ 14 4.5		{ 10 4.2		{ 17 4.9		{ 15* 5.5		{ 16* 5.8		{ 18* 6.2		{ 20* 7.3			
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 6,850 8.4		{ 6,440 7.9		{ 5,710 7.0		{ 5,710 7.0		— AMERICAN BANDSTAND '82 —											
	ABC TV	FONZ AND HAPPY DAYS GANG		HEATHCLIFF & MARMADUKE		ABC WEEKEND SPECIALS SCRUFFY, PART 2															
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,710 7.0		{ 5,540 6.8		{ 4,730 5.8		{ 3,420 4.2		{ 3.9*		{ 4.5*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 27 6.9		{ 27 7.2		{ 22 7.0		{ 15 6.2		{ 14* 4.0		{ 16* 3.8									
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 8,720 10.7		{ 6,280 7.7		{ 3,750 4.6		{ 5,620 6.9		{ 5,130 6.3		{ 3,500 4.3									
	CBS TV	BUGS BUNNY/ROAD RUNNER 4 (OP)		BLACKSTAR (OP)		TROLLKINS (OP)		TOM AND JERRY COMEDY SHOW (OP)		KWICKY KOALA SHOW (OP)		30 MINUTES									
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,580 9.3		{ 5,050 6.2		{ 3,260 4.0		{ 4,650 5.7		{ 4,240 5.2		{ 2,450 3.0									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 35 9.4		{ 23 9.2		{ 15 6.5		{ 20 5.9		{ 18 5.3		{ 10 6.1									
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 3,260 4.0		{ 3,750 4.6		{ 4,650 5.7		{ 2,930 3.6		{ 8,640 10.6		— NCAA BASKETBALL-NAT'L MISSOURI VS. GEORGETOWN (1:00-3:00PM) —									
	NBC TV	SPACE STARS I		SPACE STARS II (OP)		DAFFY/SPEEDY SHOW (OP)		BULLWINKLE													
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,020 3.7		{ 3,180 3.9		{ 3,590 4.4		{ 2,450 3.0		{ 3,990 4.9		{ 4.0*		{ 5.0*		{ 5.0*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 14 3.8		{ 15 3.6		{ 17 4.0		{ 11 4.3		{ 17 4.6		{ 15* 3.2		{ 18* 2.8		{ 18* 5.1		{ 19* 5.4			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	WK. 2	27.2	27.8	28.5	28.8	29.6	31.3	31.1	31.8	31.9	33.6	33.9	34.8	34.8	34.4	34.4	35.2		
U.S. TV Households: 81,500,000				26.6	26.6	26.5	26.2	25.9	27.0	26.7	27.1	27.8	28.1	28.6	28.1	26.8	28.1	30.1	31.7		

DAY SAT. FEB. 20, 1982

NIELSEN NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB. 13, 1982

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)		{		10,270 12.6						19,800 24.3							
ABC TV						PRO BOWLERS TOUR (3:30-5:02PM) (-OP)						ABC WIDE WORLD-SPORTS SAT (5:02-6:30PM) (OP)					
AVERAGE AUDIENCE (Households (000) & %)		{		6,190						10,680							
SHARE OF AUDIENCE %		{		7.6		7.0*		7.9*		13.1		12.7*		14.8*		11.9*	
AVG. AUD. BY ¼ HR. %		{		20		19 *		21 *		20 *		30 *		33 *		24 *	
W		{		6.6		7.3		7.9		8.1		11.0		15.0		12.7	
E		{				5,220		12,470								9,540	
E		{				6.4		15.3								11.7	
K		{				BUSCH CLASH				CBS SPORTS SATURDAY						CBS SAT. NEWS- SCHIEFFER	
I		{															
TOTAL AUDIENCE (Households (000) & %)		{		12,710 15.6						7,090 8.7						6,520 8.0	
NBC TV						NCAA BASKETBALL-NAT'L VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~ (-OP) (OP)						HAWAIIAN OPEN GOLF-SAT. MULTI-SEGMENT TELECAST~ (OP)				NBC NIGHTLY NEWS- SAT.	
AVERAGE AUDIENCE (Households (000) & %)		{		6,850						3,500						5,790	
SHARE OF AUDIENCE %		{		8.4		8.0*		8.1*		4.3		4.4*		4.2*		4.3*	
AVG. AUD. BY ¼ HR. %		{		23		23 *		23 *		10		11 *		10 *		9 *	
W		{		7.4		8.2		8.1		9.2		4.1		4.4		4.6	
E		{														7.0	
K		{														7.3	
I		{															
TOTAL AUDIENCE (Households (000) & %)		{		11,900 14.6						17,600 21.6							
ABC TV								PRO BOWLERS TOUR				ABC WIDE WORLD-SPORTS SAT					
AVERAGE AUDIENCE (Households (000) & %)		{		7,660						9,780							
SHARE OF AUDIENCE %		{		9.4		8.4*		9.3*		12.0		11.3*		12.5*		12.3*	
AVG. AUD. BY ¼ HR. %		{		27		25 *		26 *		28 *		29 *		30 *		25 *	
W		{		8.2		8.7		9.1		10.5		11.5		12.4		12.8	
E		{															
K		{															
I		{															
TOTAL AUDIENCE (Households (000) & %)		{		7,010 8.6						5,540 6.8						9,210 11.3	
NBC TV																CBS SAT. NEWS- SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)		{		2,690						3,590						8,070	
SHARE OF AUDIENCE %		{		3.3		3.2*		3.2*		4.4		3.9*		5.0*		9.9	
AVG. AUD. BY ¼ HR. %		{		10		10 *		9 *		12		11 *		13 *		19	
W		{		3.1		3.2		3.0		3.5		4.2		4.8		9.4	
E		{														10.3	
K		{															
I		{															
TOTAL AUDIENCE (Households (000) & %)		{		9,700 11.9													
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)		{		4,970												9,290 11.4	
SHARE OF AUDIENCE %		{		6.1		6.1*		6.1*		5.9*		6.1*				7,990	
AVG. AUD. BY ¼ HR. %		{		18		20 *		19 *		18 *		17 *				9.8	
W		{		6.2		6.0		6.3		5.9		6.0		6.2		9.5	
E		{														10.0	
K		{															
I		{															
TV HOUSEHOLDS USING TV (See Def. 1)		{		35.2		35.6		35.3		36.5		37.2		38.9		39.8	
W		{		31.4		32.1		32.9		33.8		34.4		36.1		37.3	
E		{															
K		{															
I		{															
U.S. TV Households: 81,500,000		{															
W		{															

DAY SUN. FEB.21, 1982

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		2,610 3.2	{		3,830 4.7	{		{		{		3,420 4.2	{		7,990 9.8
	ABC TV	{		KIDS ARE PEOPLE TOO !! (OP)	{		THIS WEEK-DAVID BRINKLEY	{		{		{		SPORTSBEAT	{		SUPERSTARS (2:30-3:32PM)
	AVERAGE AUDIENCE (Households (000) & %)	{		2,280 2.8	{		2,280 2.8	{		2.9*	{		2.8*	2,450 3.0	{		4,650 5.7
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{		11 2.6	{		10 2.8	{		11* 2.9	{		10* 2.8	8 2.9	{		15 4.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		2,770 3.4	{		19,560 24.0	{		{		{		{	
	CBS TV	{		{		FACE THE NATION	{		{		{		{		{		DAYTONA 500 (12:00-3:57PM)
	AVERAGE AUDIENCE (Households (000) & %)	{		{		2,200 2.7	{		7,660 9.4	{		6.4*	{		9.0*	{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{		{		10 2.6	{		27 5.8	{		23* 7.0	{		30* 8.8	{	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		4,160 5.1	{		10,350 12.7	{		{		{	
	NBC TV	{		{		{		MEET THE PRESS	{		{		{		{		NCAA BASKETBALL GAME-SUN GEORGIA VS NORTH CAROLINA (1:00-2:48PM)
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		3,340 4.1	{		5,790 7.1	{		5.4*	{		7.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{		{		{		14 4.2	{		20 4.7	{		17* 6.1	{		20* 7.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		2,200 2.7	{		4,970 6.1	{		{		{		4,480 5.5	{		13,280 16.3
	ABC TV	{		KIDS ARE PEOPLE TOO !! (11:06-11:30AM) (OP)	{		THIS WEEK-DAVID BRINKLEY	{		{		{		SPORTSBEAT	{		SUPERSTARS (2:30-3:40PM)
	AVERAGE AUDIENCE (Households (000) & %)	{		1,790 2.2	{		3,100 3.8	{		3.6*	{		4.0*	3,420 4.2	{		5,870 7.2
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{		9 2.3	{		14 3.4	{		14* 3.8	{		14* 4.1	12 4.2	{		19 5.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		3,260 4.0	{		{		9,130 11.2	{		{		{	
	CBS TV	{		{		FACE THE NATION	{		{		{		{		{		NBA ON CBS PHOENIX VS PHILADELPHIA (1:00-3:30PM)
	AVERAGE AUDIENCE (Households (000) & %)	{		{		2,850 3.5	{		{		3,590 4.4	{		3.8*	{		4.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{		{		14 3.6	{		{		13 3.4	{		12* 4.2	{		14* 4.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		4,160 5.1	{		8,310 10.2	{		{		{	
	NBC TV	{		{		{		MEET THE PRESS	{		{		{		{		NCAA BASKETBALL GAME-SUN WICHITA STATE VS LOUISIANA STATE
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		3,500 4.3	{		4,320 5.3	{		4.4*	{		5.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{		{		{		15 4.0	{		16 4.0	{		14* 4.8	{		16* 5.1
TV HOUSEHOLDS USING TV		WK. 1	24.7	25.4	26.2	26.8	27.7	29.5	30.9	32.1	32.8	33.8	35.8	36.4	36.3	36.4	37.2
(See Def. 1)		WK. 2	24.1	24.4	25.8	26.8	28.1	28.7	29.3	30.4	31.5	33.3	33.5	33.7	33.9	34.4	35.6
U.S. TV Households: 81,500,000																	

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)				8,970 11.0				12,800 15.7								8,560 10.5	
	ABC TV		SUPERSTARS (2:30-3:32PM) (OP)		USA VS-WRLD-OLYMPIC SPRTS (3:32-4:30PM) (OP)				ABC WIDE WORLD-SPORTS SUN								ABC WRLD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)				5,130 6.3				7,420 9.1								7,090 8.7	
	SHARE OF AUDIENCE %				17 *		16		21		21 *		21 *		21 *		17	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				16,140 19.8												10,190 12.5	
	CBS TV		DAYTONA 500 (12:00-3:57PM) (OP)						NBA ON CBS BOSTON VS LOS ANGELES (3:57-6:15PM) (OP)								CBS EVENING NEWS-DEAN	
	AVERAGE AUDIENCE (Households (000) & %)				7,340 9.0				7,820 9.6								7,820 9.6	
	SHARE OF AUDIENCE %				28 *		21		21 *		21 *		21 *		21 *		18	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		11,740 14.4						11,080 13.6								4,080 5.0	
	NBC TV		SPORTSWORLD						HAWAIIAN OPEN GOLF-SUN								NBC NIGHTLY NEWS-SUN	
	AVERAGE AUDIENCE (Households (000) & %)		5,950 7.3		6.1*		7.1*		4,890 6.0		5.8*		5.7*		5.4*		3,990 4.9	
	SHARE OF AUDIENCE %		19		16 *		18 *		13		14 *		13 *		12 *		9	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)				16,630 20.4												8,880 10.9	
	ABC TV		SUPERSTARS (2:30-4:30PM)						ABC WIDE WORLD-SPORTS SUN								ABC WRLD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)				9,130 11.2				9,420 11.2								7,660 9.4	
	SHARE OF AUDIENCE %				22 *		26		24 *		25 *		29 *		29 *		18	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		15,320 18.8														9,370 11.5	
	CBS TV		NBA ON CBS PHOENIX VS PHILADELPHIA (1:00-3:30PM)						GLEN CAMPBELL GOLF-SUN								NBC NIGHTLY NEWS-SUN	
	AVERAGE AUDIENCE (Households (000) & %)		5,710 7.0		4.8*		4.6*		5,010 6.3		5.1*		5.6*		7.2*		9.7*	
	SHARE OF AUDIENCE %		13 *		16		12 *		13 *		13 *		13 *		16 *		20 *	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		12,470 15.3														9,370 11.5	
	NBC TV		SPORTSWORLD														NBC NIGHTLY NEWS-SUN	
	AVERAGE AUDIENCE (Households (000) & %)		5,710 7.0		6.3*		7.1*		6.9*		7.0*		7.6*				8,230 10.1	
	SHARE OF AUDIENCE %		18		17 *		18 *		18 *		17 *		18 *		18 *		18	
WEEK 7	TOTAL AUDIENCE (Households (000) & %)		6.0		6.7		7.5		6.7		7.1		6.6		6.8		7.2	
	ABC TV		SPORTSWORLD															
	AVERAGE AUDIENCE (Households (000) & %)		37.8		39.4		40.3		39.4		39.8		40.8		41.7		42.8	
	SHARE OF AUDIENCE %		37.5		38.2		38.9		39.5		39.9		40.8		41.3		42.6	
WEEK 8	TOTAL AUDIENCE (Households (000) & %)		4.7		4.9		4.5		4.6		4.9		5.1		5.1		5.0	
	ABC TV		SPORTSWORLD															
	AVERAGE AUDIENCE (Households (000) & %)		12,470 15.3														9,370 11.5	
	SHARE OF AUDIENCE %		18		17 *		18 *		18 *		17 *		17 *		18 *		18	
WEEK 9	TOTAL AUDIENCE (Households (000) & %)		5,710 7.0		6.3*		7.1*		6.9*		7.0*		7.6*				8,230 10.1	
	ABC TV		SPORTSWORLD														ABC WRLD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)		7.0		6.3*		7.1*		6.9*		7.0*		7.6*				8,230 10.1	
	SHARE OF AUDIENCE %		18		17 *		18 *		18 *		17 *		18 *		18 *		18	
WEEK 10	TOTAL AUDIENCE (Households (000) & %)		6.0		6.7		7.5		6.7		7.1		6.6		6.8		7.2	
	ABC TV		SPORTSWORLD															
	AVERAGE AUDIENCE (Households (000) & %)		37.8		39.4		40.3		39.4		39.8		40.8		41.7		42.8	
	SHARE OF AUDIENCE %		37.5		38.2		38.9		39.5		39.9		40.8		41.3		42.6	
WEEK 11	TOTAL AUDIENCE (Households (000) & %)		4.7		4.9		4.5		4.6		4.9		5.1		5.1		5.0	
	ABC TV		SPORTSWORLD															
	AVERAGE AUDIENCE (Households (000) & %)		12,470 15.3														9,370 11.5	
	SHARE OF AUDIENCE %		18		17 *		18 *		18 *		17 *		17 *		18 *		18	
WEEK 12	TOTAL AUDIENCE (Households (000) & %)		5,710 7.0		6.3*		7.1*		6.9*		7.0*		7.6*				8,230 10.1	
	ABC TV		SPORTSWORLD														ABC WRLD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)		7.0		6.3*		7.1*		6.9*		7.0*		7.6*				8,230 10.1	
	SHARE OF AUDIENCE %		18		17 *		18 *		18 *		17 *		18 *		18 *		18	
TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)		WK. 2	37.8	39.4	40.3	39.4	39.8	40.8	41.7	42.8	44.0	45.2	45.2	47.2	50.5	52.1	52.9	54.1
U.S. TV Households: 81,500,000			37.5	38.2	38.9	39.5	39.9	40.8	41.3	42.6	43.1	44.4	45.9	48.3	51.6	53.7	56.4	57.4

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					WEEK 2				
				TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%
EVENING MONDAY													
NBC NBC NEWS UPDATE-2-MON(SUS)	2	10.04-10.05PM	10.00										
EVENING TUESDAY													
NBC NBC NEWS UPDATE-2-TUE(SUS)	1	9.58- 9.59PM	9.45										
EVENING WEDNESDAY													
NBC NBC NEWS UPDATE-2-WED(SUS)	2	9.58- 9.59PM	9.45										
EVENING THURSDAY													
NBC NBC NEWS UPDATE-2-THU(SUS)	1	9.58- 9.59PM	9.45										
EVENING FRIDAY													
NBC NBC NEWS UPDATE-2-FRI(SUS)	2	9.58- 9.59PM	9.45										
EVENING SATURDAY													
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	12,140	14.9	12,140	14.9	26	14.9	11,170	13.7	11,170	13.7
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	14,260	17.5	14,260	17.5	30	17.5	16,540	20.3	16,540	20.3
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	11,820	14.5	11,820	14.5	25	14.5	12,960	15.9	12,960	15.9
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	8,310	10.2	8,310	10.2	18	10.2	10,350	12.7	10,350	12.7
NBC NBC NEWS UPDATE-2-SAT(SUS)	1	9.58- 9.59PM	9.45										

NBC NBC NEWS UPDATE-2-SAT.	2	9.58- 9.59PM	9.45							10,430	12.8	10,430	12.8	21	12.8
EVENING SUNDAY															
ABC ABC SPORTS UPDATE-SUN	1	7.28- 7.30PM	7.15												
	2	8.28- 8.29PM	8.15	9,780	12.0	9,700	11.9	20	11.9						
ABC ABC NEWSBRIEF-SUN.	1	9.58- 9.59PM	9.45	14,910	18.3	14,910	18.3	28	18.3	12,470	15.3	12,470	15.3	23	15.3
	2	10.05-10.06PM	10.00												
CBS NEWSBREAK-SUN.	1	8.55- 8.56PM	8.45	15,080	18.5	15,080	18.5	28	18.5	15,160	18.6	15,160	18.6	28	18.6
	2	8.58- 8.59PM	8.45												
NBC NBC NEWS UPDATE-SUN.		8.58- 8.59PM	8.45	10,270	12.6	10,270	12.6	19	12.6	16,060	19.7	16,060	19.7	29	19.7
NBC NBC NEWS UPDATE-2-SUN(SUS)	2	9.58- 9.59PM	9.45							11,740	14.4	11,740	14.4	21	14.4
NBC NBC NEWS UPDATE-2-SUN.	1	9.55- 9.56PM	9.45	9,290	11.4	9,290	11.4	17	11.4						
EVENING MONDAY-FRIDAY															
ABC ABC NEWSBRIEF-M-F	1	9.58- 9.59PM	9.45	15,000	18.4	15,000	18.4	28	18.4	15,810	19.4	16,380	20.1	31	19.3
	2	>	9.45												
ABC ABC NEWS:NIGHTLINE	1	>	11.30	7,250	8.9	5,950	7.3	21	8.1	6,680	8.2	5,460	6.7	19	7.4
	2	11.30-12.00MD	11.30												
			11.45				7.3*	20*	6.5						
			12.00						6.6						
ABC ABC MOVIE OF THE WEEK	1	12.06- 1.17AM	12.00	5,380	6.6	3,500	4.3	19	5.0	3,750	4.6	2,040	2.5	11	3.2
	2	12.00- 1.11AM	12.00										2.8*	11*	2.3
			12.15				4.7*	17*	4.5						2.3
			12.30						4.3						2.3
			12.45				4.1*	19*	4.0				2.3*	11*	2.3
			1.00						4.0						2.3
CONT'D															

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D			1.15						4.0	MON.							
ABC ABC MOVIE OF THE WEEK-CONT'D			12.00	4,240	5.2	2,530	3.1	14	3.4	TUE.	5,050	6.2	3,340	4.1	19	4.4	TUE.
ABC FANTASY ISLAND-12.00		12.00- 1.09AM	12.15				3.2*	12*	3.0	TUE.				4.4*	18*	4.5	TUE.
			12.30						3.2	TUE.						4.3	TUE.
			12.45				3.1*	15*	3.0	TUE.				4.0*	20*	3.8	TUE.
			1.00						2.8	TUE.						3.3	TUE.
ABC FRIDAYS		12.00- 1.11AM	12.00	6,520	8.0	3,100	3.8	14	4.8	FRI.	6,600	8.1	3,750	4.6	15	5.2	FRI.
			12.15				4.5*	14*	4.1	FRI.				5.0*	15*	4.9	FRI.
			12.30						3.6	FRI.						4.5	FRI.
			12.45				3.5*	14*	3.4	FRI.				4.5*	16*	4.5	FRI.
			1.00						2.8	FRI.						3.7	FRI.
ABC LOVE BOAT-12.00	1	12.00- 1.08AM	12.00	4,480	5.5	2,690	3.3	15	4.3	WED.							
	2	12.00- 1.09AM	12.15				3.8*	15*	3.3	WED.	4,890	6.0	3,500	4.3	19	4.4	WED.
			12.30						3.0	WED.				4.3*	17*	4.1	WED.
			12.45				3.0*	15*	2.9	WED.				4.5*	22*	4.5	WED.
			1.00						2.6	WED.						3.8	WED.
ABC VEGA\$-12.00	1	12.00- 1.09AM	12.00	4,080	5.0	2,530	3.1	14	3.7	THU.							
	2	12.00- 1.08AM	12.15				3.3*	12*	2.9	THU.	4,080	5.0	2,450	3.0	13	3.1	THU.
														3.0*	11*	2.9	THU.
ABC ABC MOVIE OF THE WEEK-2	2	1.11- 1.32AM	12.30				2.9*	15*	2.9	THU.						2.9	THU.
			12.45						3.0	THU.				3.1*	15*	3.2	THU.
			1.00						2.6	THU.						2.8	THU.
			1.15								1,960	2.4	1,960	2.4	16	2.4	MON.
			1.30													2.4	MON.
ABC FRIDAYS-PART 2	2	1.32- 2.12AM (SUS)	1.00													2.3	MON.
	2	1.11- 1.18AM	1.15														
			1.30														
CBS NEWSBREAK-M-F	2	1.18- 1.29AM (SUS)	1.00								2,850	3.5	2,610	3.2	14	3.2	FRI.
			1.15													3.1	FRI.
			1.30														
CBS LATE MOVIE I		>	8.45	13,370	16.4	12,630	15.5	23	16.3	M-F	12,960	15.9	12,960	15.9	24	15.9	M-F
			9.00						16.0	WED.							
			11.30	8,560	10.5	5,790	7.1	23	7.4	M-F						7.2	M-F
			11.45				7.3*	20*	7.3	M-F	8,560	10.5	5,710	7.0	23	7.1	M-F
			12.00						7.1	M-F				7.2*	20*	7.3	M-F
			12.15				7.1*	25*	7.0	M-F				7.1*	26*	6.9	M-F
			12.30						6.7	M-F						6.3	M-F
			12.45													6.5	M-F
CBS LATE MOVIE II		VARIOUS TIMES (SUS)	12.00														
			12.30	5,050	6.2	4,320	5.3	29	5.7	M-F	5,130	6.3	4,160	5.1	27	5.2	M-F
			12.45						5.5	M-F						5.5	M-F
			1.00						5.2	M-F						5.1	M-F
			1.15				5.1*	30*	5.0	M-F				5.0*	29*	4.9	M-F
NBC NBC NEWS UPDATE-M-F		VARIOUS TIMES (SUS)	8.45														
			8.58- 8.59PM	11,650	14.3	11,650	14.3	21	14.3	M-F	12,060	14.8	12,060	14.8	22	13.6	M-F
			9.15													19.6	MON.
NBC NBC NEWS UPDATE-2-M-F CONT'D	1	>	9.45	10,190	12.5	10,190	12.5	19	12.5	M-F							

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OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS		HOUSEHOLDS	SHARE	HOUSEHOLDS			SHARE	HOUSEHOLDS	SHARE						
				(000)	%	(000)	%	%	%	(000)	%	(000)	%	(000)	%	%	%		
EVENING MONDAY-FRIDAY-CONT'D																			
NBC NBC NEWS UPDATE-2-M-F-CONT'D	2	9.58- 9.59PM	9.45								11,650	14.3	11,650	14.3	22	14.3	TU&TH		
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,700	11.9	6,440	7.9	25	9.0	M-F	10,190	12.5	6,190	7.6	24	9.4	M-F		
			11.45				8.6*	24*	8.3	M-F				8.7*	25*	8.0	M-F		
			12.00						7.9	M-F						7.1	M-F		
			12.15				7.2*	26*	6.5	M-F				6.6*	24*	6.0	M-F		
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	3,020	3.7	2,530	3.1	15	3.5	M-TH	3,100	3.8	2,690	3.3	16	3.6	M-TH		
			12.45						2.6	M-TH						2.9	M-TH		
NBC SCTV COMEDY NETWORK	1	12.30- 1.49AM	12.30	5,460	6.7	2,850	3.5	16	5.1	FRI.									
	2	12.30- 1.57AM	12.30								5,300	6.5	3,020	3.7	16	4.8	FRI.		
			12.45				4.4*	17*	3.7	FRI.				4.4*	16*	4.0	FRI.		
			1.00						3.3	FRI.						4.1	FRI.		
			1.15				3.1*	15*	2.9	FRI.				3.7*	16*	3.4	FRI.		
			1.30						2.9	FRI.						3.0	FRI.		
			1.45						2.9	FRI.				2.8*	15*	2.6	FRI.		
NBC DAVID LETTERMAN II		>	1.00	2,040	2.5	1,790	2.2	14	2.3	M-TH	2,040	2.5	1,710	2.1	13	2.3	M-TH		
		VARIOUS TIMES	(SUS)						2.1	M-TH						2.0	M-TH		
DAY MONDAY-FRIDAY																			
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45							M-F							M-F		
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,420	9.1	7,170	8.8	28	8.8	M-F	7,420	9.1	7,170	8.8	29	8.8	M-F		
ABC ONE LIFE TO LIVE	2	>	→GRID								9,700	11.9	7,340	9.0	30		M-F		
			2.15																
			2.30																
			2.45																
			3.00																
			3.15																
ABC REAGAN NEWS CONF.-ABC(SUS)	2	2.00- 2.45PM	2.00																
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45																
ABC GENERAL HOSPITAL	2	>	→GRID							M-F									
			3.15																
			3.30																
			3.45																
			4.00																
			4.15																
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45																
ABC ABC AFTERSCHOOL SPECIAL(S)	1	4.30- 5.30PM	4.30	9,780	12.0	6,760	8.3	20	7.8	M-F	11,330	13.9	8,720	10.7	33	10.6	M-F		
			4.45						7.5	WED.						10.7	M-F		
			5.00						8.6	WED.						10.9*	33*		
			5.15						9.4	WED.						10.7	THU.		
CBS SPRING SUNRISE SEMSTR-MWF(SUS)		6.00- 6.30AM	6.00							MON.						10.6*	31*		
CBS SPRING SUNRISE SEMSTR-TTH(SUS)		6.00- 6.30AM	6.00													10.5	THU.		
CBS CAPTAIN KANGAROO		6.30- 7.00AM	6.30	570	.7	410	.5	5	.5	M-F									
			6.45						.6	M-F									
CBS AMERICA'S BAKE-OFF(S)	1	10.00-10.30AM	10.00	4,400	5.4	3,750	4.6	19	4.6	TUE.	650	.8	490	.6	7	.5	M-F		
CONT'D																.7	M-F		
43 U.S. TV HOUSEHOLDS: 81,500,000				FOR EXPLANATION OF SYMBOLS, SEE PAGE A.								*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)							

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
CBS AMERICA'S BAKE-OFF(S)-CONT'D			10.15						4.6	TUE.									
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,380	6.6	5,220	6.4	26	6.4	M-F		5,620	6.9	5,380	6.6	26	6.6	M-F	
CBS AS THE WORLD TURNS	2	>	+GRID 2.45									8,150	10.0	6,360	7.8	25	7.5	M-F THU.	
CBS REAGAN NEWS CONF.-CBS(SUS)	2	2.00- 2.45PM	2.00									6,360	7.8	6,110	7.5	22	7.5	M-F	
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,870	7.2	5,790	7.1	20	7.1	M-F		4,890	6.0	3,990	4.9	16	4.7	M-F	
NBC ANOTHER WORLD	2	>	+GRID 2.15 2.30 2.45													4.9* 4.8*	16* 16*	4.7 4.7	MTUWF M-F THU.
NBC REAGAN PRESS CONF.-NBC(SUS)	2	2.00- 2.45PM	2.00																
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.30AM	8.15	3,180	3.9	2,770	3.4	22	3.4			3,500	4.3	3,020	3.7	24	3.7		
ABC SCHOOLHOUSE ROCK-8.55AM		8.55- 8.59AM	8.45	3,340	4.1	2,930	3.6	18	3.6			4,080	5.0	3,830	4.7	23	4.7		
ABC SCHOOLHOUSE ROCK-9.25AM		9.25- 9.29AM	9.15	3,830	4.7	3,500	4.3	18	4.3			4,560	5.6	3,990	4.9	21	4.9		
ABC DEAR ALEX & ANNIE-10.56AM		10.56-10.59AM	10.45	4,320	5.3	4,160	5.1	19	5.1			5,380	6.6	5,130	6.3	23	6.3		
ABC PRO BOWLERS TOUR	1	3.30- 5.02PM	+GRID	10,270	12.6	6,190	7.6	20											

CBS SPRING SUNRISE SEMSTR-SAT(SUS)		6.00- 6.30AM	5.00						8.8										
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,020	3.7	2,610	3.2	20	3.2			3,020	3.7	2,690	3.3	20	3.3		
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,260	4.0	3,020	3.7	19	3.7			3,590	4.4	3,340	4.1	20	4.1		
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	3,420	4.2	3,020	3.7	16	3.7			3,910	4.8	3,750	4.6	20	4.6		
CBS IN THE NEWS-9.56AM		9.56- 9.59AM	9.45	5,620	6.9	5,300	6.5	27	6.5			5,050	6.2	4,890	6.0	25	6.0		
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	7,740	9.5	7,340	9.0	33	9.0			7,820	9.6	7,580	9.3	34	9.3		
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	7,090	8.7	6,760	8.3	30	8.3			7,250	8.9	7,170	8.8	33	8.8		
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	5,380	6.6	4,810	5.9	21	5.9			4,810	5.9	4,480	5.5	21	5.5		
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,830	4.7	3,340	4.1	13	4.1			3,420	4.2	3,260	4.0	14	4.0		
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	5,130	6.3	4,730	5.8	18	5.8			5,300	6.5	5,050	6.2	22	6.2		
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,730	5.8	4,560	5.6	17	5.6			4,080	5.0	3,830	4.7	16	4.7		
NBC BETCHA DON'T KNOW-8:28AM		8.28- 8.30AM	8.15	3,750	4.6	3,670	4.5	29	4.5			3,340	4.1	3,260	4.0	26	4.0		
NBC BETCHA DON'T KNOW-9:12AM		9.12- 9.14AM	9.00	7,990	9.8	7,910	9.7	47	9.7			7,420	9.1	7,340	9.0	41	9.0		
NBC BETCHA DON'T KNOW-10:28AM		10.28-10.30AM	10.15	4,480	5.5	4,480	5.5	22	5.5			4,400	5.4	4,240	5.2	21	5.2		
NBC BETCHA DON'T KNOW-11:58AM		11.58-12.00NN	11.45	3,830	4.7	3,750	4.6	16	4.6			3,340	4.1	3,100	3.8	14	3.8		
NBC BETCHA DON'T KNOW-12:28PM		12.28-12.30PM	12.15	3,910	4.8	3,750	4.6	15	4.6			3,830	4.7	3,590	4.4	16	4.4		
NBC NCAA BASKETBALL-REG'L	1	1.00- 3.01PM	+GRID 3.00 3.15	11,170	13.7	5,050	6.2	17	<< <<										
NBC NCAA BASKETBALL-NAT'L	1	3.00- 5.03PM	+GRID 5.00	12,710	15.6	6,850	8.4	23	2.8										

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SUNDAY																	
ABC KIDS ARE PEOPLE TOO I	2	10.30-11.06AM	+GRID 11.00								2,040	2.5	1,630	2.0	8		2.3
ABC DEAR ALEX & ANNIE-11.25AM		11.25-11.29AM	11.15	3,020	3.7	2,530	3.1	12	3.1		2,120	2.6	1,960	2.4	10		2.4
ABC SUPERSTARS	1	2.30- 3.32PM	+GRID 3.30	7,990	9.8	4,650	5.7	15	7.5								
CBS IN THE NEWS-8.26AM-SUN(SUS)		8.26- 8.29AM	8.15														
CBS IN THE NEWS-8.56AM-SUN(SUS)		8.56- 8.59AM	8.45														
CBS DAYTONA 500(S)	1	12.00- 3.57PM	+GRID 3.45	19,560	24.0	7,660	9.4	27 12.7*	12.6								